



# CASE STUDY

Finding a new HQ location for ACME & CO.

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# CASE STUDY: Finding a new HQ location for ACME & CO.

## Challenge

- A corporation - ACME & CO. - needs to move to a newer and larger office building to cope with its fast growing number of employees.
- The business is currently located in Chelsea, a neighborhood of the New York City, NY,'s borough of Manhattan.
- The company's Board of Directors agreed to move to a larger and newer office building in the current City borough of Manhattan, NY.
- The ACME & CO. executive team asked the data science / business analysis department (DS&BA dept.) to identify Manhattan, NY,'s neighborhoods similar to Chelsea - in terms of type of facilities, infrastructure, recreational areas and businesses.

## Solution

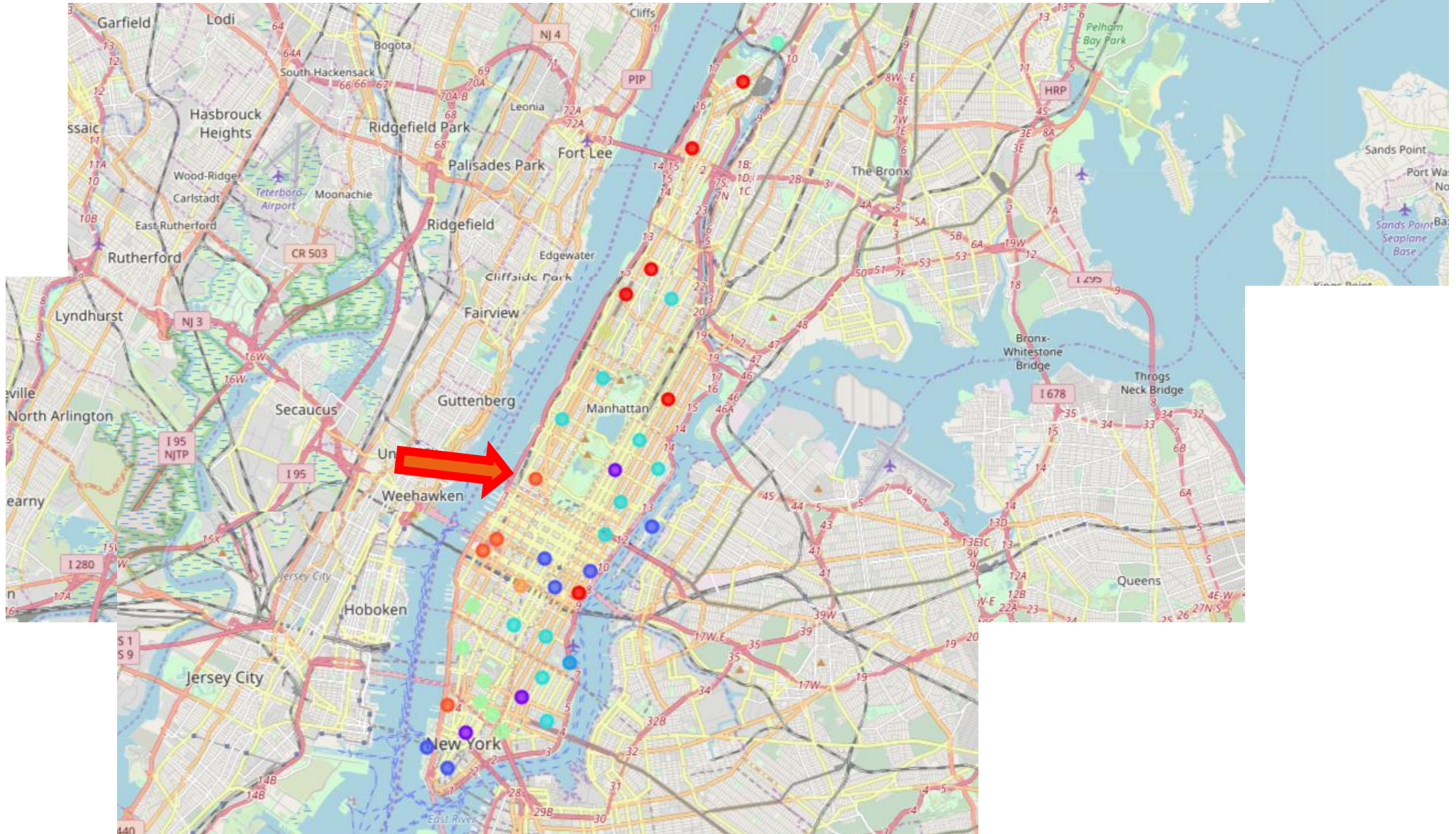
After a segmentation and clustering analysis of the New York City, NY,'s boroughs and neighborhoods, the company's DS&BA dept. finally identified that Chelsea belongs to the city's neighborhoods cluster number 7. This cluster includes the following similar neighborhoods: Greenwich Village, Soho, West Village, Little Italy, and Chinatown. The company's procurement department can now start engaging with commercial real estate agencies to find the best office buildings located in the identified neighborhoods.

## Manhattan, NY,'s neighborhoods similar to Chelsea

*Chelsea belongs to the city's neighborhoods cluster number 7. This cluster includes the following similar neighborhoods: Greenwich Village, Soho, West Village, Little Italy, and Chinatown.*



*Neighborhoods similar to Chelsea: Greenwich Village, Soho, West Village, Little Italy, and Chinatown.*





**Manhattan, NY,'s neighborhoods similar to Chelsea**

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	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
1	Chinatown	Chinese Restaurant	American Restaurant	Cocktail Bar	Spa	Bubble Tea Shop
17	Chelsea	Coffee Shop	Italian Restaurant	Ice Cream Shop	American Restaurant	Bakery
18	Greenwich Village	Italian Restaurant	Clothing Store	Sushi Restaurant	French Restaurant	Café
22	Little Italy	Bakery	Seafood Restaurant	Café	Sandwich Place	Salon / Barbershop
23	Soho	Clothing Store	Boutique	Shoe Store	Women's Store	Italian Restaurant
24	West Village	Italian Restaurant	New American Restaurant	Cosmetics Shop	Park	Jazz Club



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