Hoang Do's report April 2020

BUSINESS OPPORTUNITY IN NEW YORK



BUSINESS PROBLEM

+ Business interest

- What is the most interested service in New York?
- Which areas (neighborhoods) in New York are in short of this service?

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+ Resolution

- Collect data about neighborhoods in New York
- Collect data about venues of these neighborhoods
- Find the most interested venue category
- Find cluster of neighborhoods having no the most interested venue category



DATA AND METHODOLOGY

- Process data about neighborhoods in New York
- Process data about venues of these neighborhoods
- Find the most interested venue category (the service is most interested in New York)
- Analyze the data to find neighborhoods (areas) having no the most interested venue category

NEIGHBORHOODS IN NEW YORK

- Data about neighborhoods in New York can be collected from official online sources such as https://cocl.us/new_york_dataset
- The neighborhood data includes critical information such as names, latitude and longitude
- The neighborhood data has 306 unique neighborhoods belonging to 5 unique boroughs

VENUES OF NEW YORK NEIGHBORHOODS

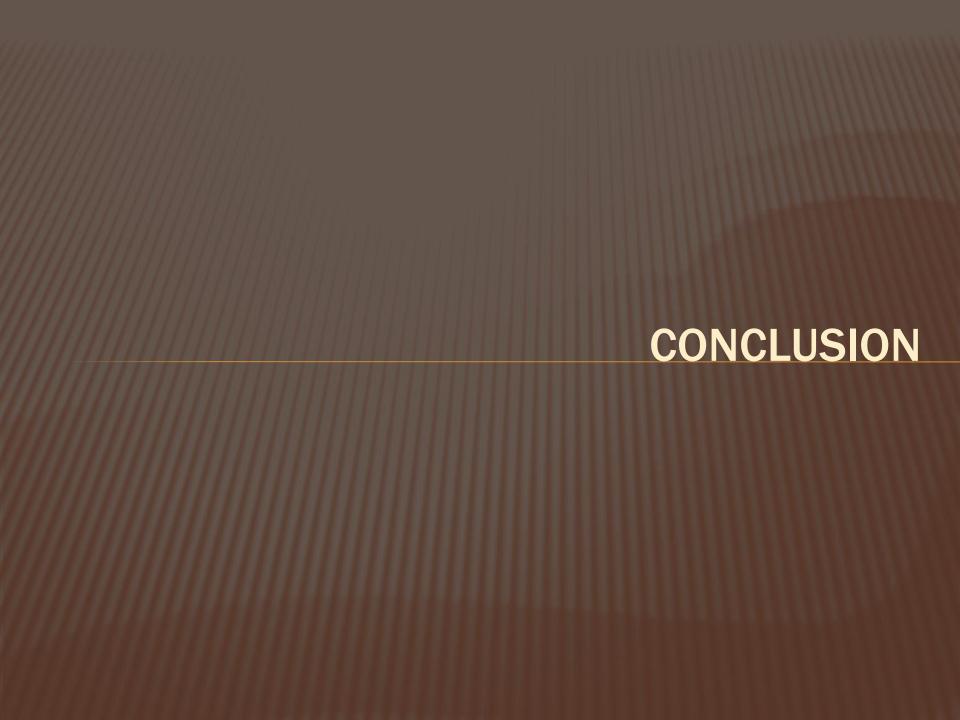
- Data about venues are collected from source of Foursquare
- The venue data must show the interested rate of each venue category of a particular neighborhood
- The venue data has 20,673 venues belonging to 480 venue categories

THE MOST INTERESTED SERVICE IN NEW YORK

- The venue category having maximum rate
- The most interested service in New York is Beach

POTENTIAL AREAS FOR INVESTMENT IN NEW YORK

- Neighborhoods are clustered based on their similarity of venues
- The cluster with the rate (of the most interested venue category) equal zero includes:
 - + Port Ivory
 - + Arlington



POTENTIAL NEIGHBORHOODS

- * Port Ivory, Staten Island
- Arlington, Staten Island

BUSINESS OPPORTUNITIES

- Shuttle bus from neighborhood center or big hotels to interesting beaches
- Swimming pools or restaurants on top of buildings have view toward beautiful beaches