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April 2020

BUSINESS OPPORTUNITY IN NEW YORK

BUSINESS PROBLEM

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Business interest

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

Resolution

1. Collect data about neighborhoods in New York
2. Collect data about venues of these neighborhoods
3. Find the most interested venue category
4. Find cluster of neighborhoods having no the most interested venue category

DATA AND METHODOLOGY

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1. **Process data about neighborhoods in New York**

2. **Process data about venues of these neighborhoods**

3. **Find the most interested venue category (the service is most interested in New York)**

4. **Analyze the data to find neighborhoods (areas) having no the most interested venue category**

1. 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

2. 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

3. THE MOST INTERESTED SERVICE IN NEW YORK

- The venue category having maximum rate of occurrence frequency
- The most interested service in New York is *Beach*
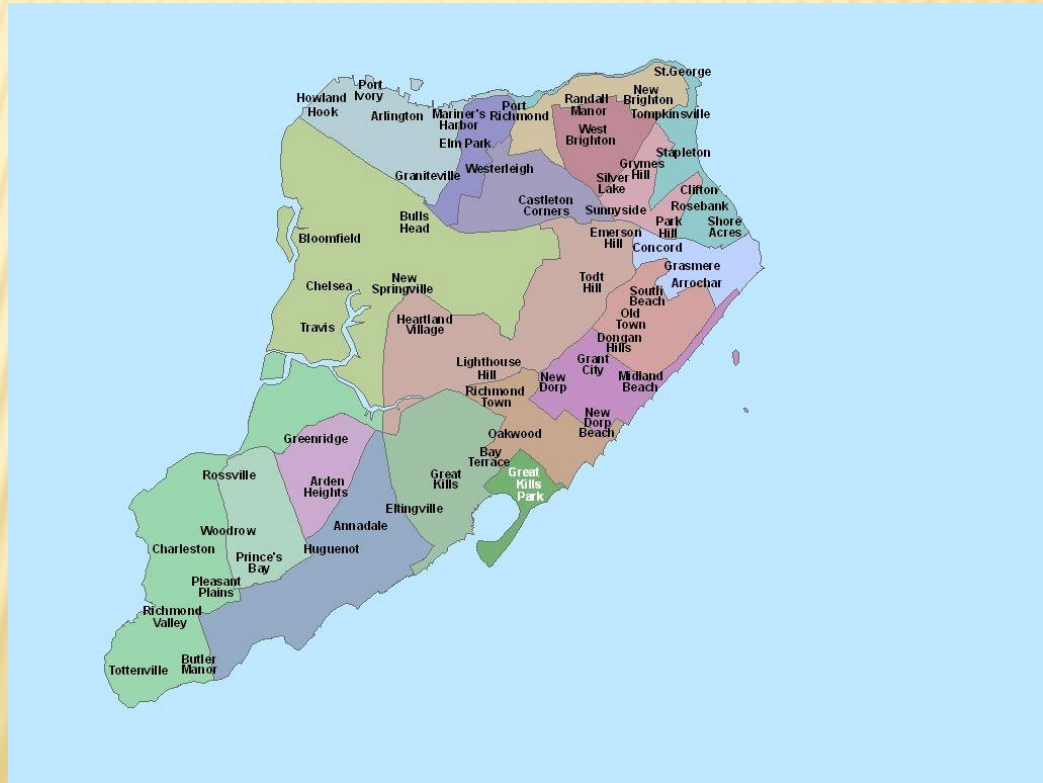
4. POTENTIAL AREAS FOR INVESTMENT IN NEW YORK

* 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

CONCLUSION

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