

Hoang Do's report
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BUSINESS OPPORTUNITY IN NEW YORK

BUSINESS PROBLEM

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+ *Business interest*

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

✗

+ *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

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- ✖ **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

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