BATTLE OF THE NEIGHBORHOODS

Finding the best neighborhood to open the new offices.

Our client would like this to a neighborhood of Brooklyn. We will look at the similaries and differences of the differnt neighborhoods and propose our findings.

DATA SOURCES

- https://geo.nyu.edu/catalog/nyu_2451_34572

- https://www1.nyc.gov/site/finance/taxes/property-rolling-sales-data.page

K- MEANS CLUSTERING

- Using Foursquare API and K-meanings clustering we divided the 70 neighborhoods in Brooklyn to 5 clusters.

  - cluster 1 has 1 neighbourhood

  - cluster 2 has 35 neighbourhoods

  - cluster 3 has 1 neighbourhood

  - cluster 4 has 32 neighbourhoods

  - cluster 5 has 1 neighbourhood

MOST COMMON TYPES OF VENUES

- We now focus our analysis on cluster 2 (35 neighborhoods) and cluster 4 (32 neighborhoods).

- The most types of venues and the count in the 2 clusters can are in the table on the right.

|	Venue Type	Cluster2	Cluster4
0	Pizza Place	5	3
1	Bank	4	0
2	Grocery Store	2	0
3	Caribbean Restaurant	2	0
4	Pharmacy	2	0
5	Deli / Bodega	2	2
6	Donut Shop	2	0
7	Monument / Landmark	1	0
8	Mobile Phone Shop	1	0
9	Chinese Restaurant	1	1
10	Bus Stop	1	0

VENUES IN CLUSTER 2 & 4

- The most common venues in both clusters are Pizza places.

- Cluster 2 has a wider variety of venues than cluster 4.

- Cluster 2 also has more venues than cluster 4.

Most common types of venues in Cluster 2 & Cluster 4
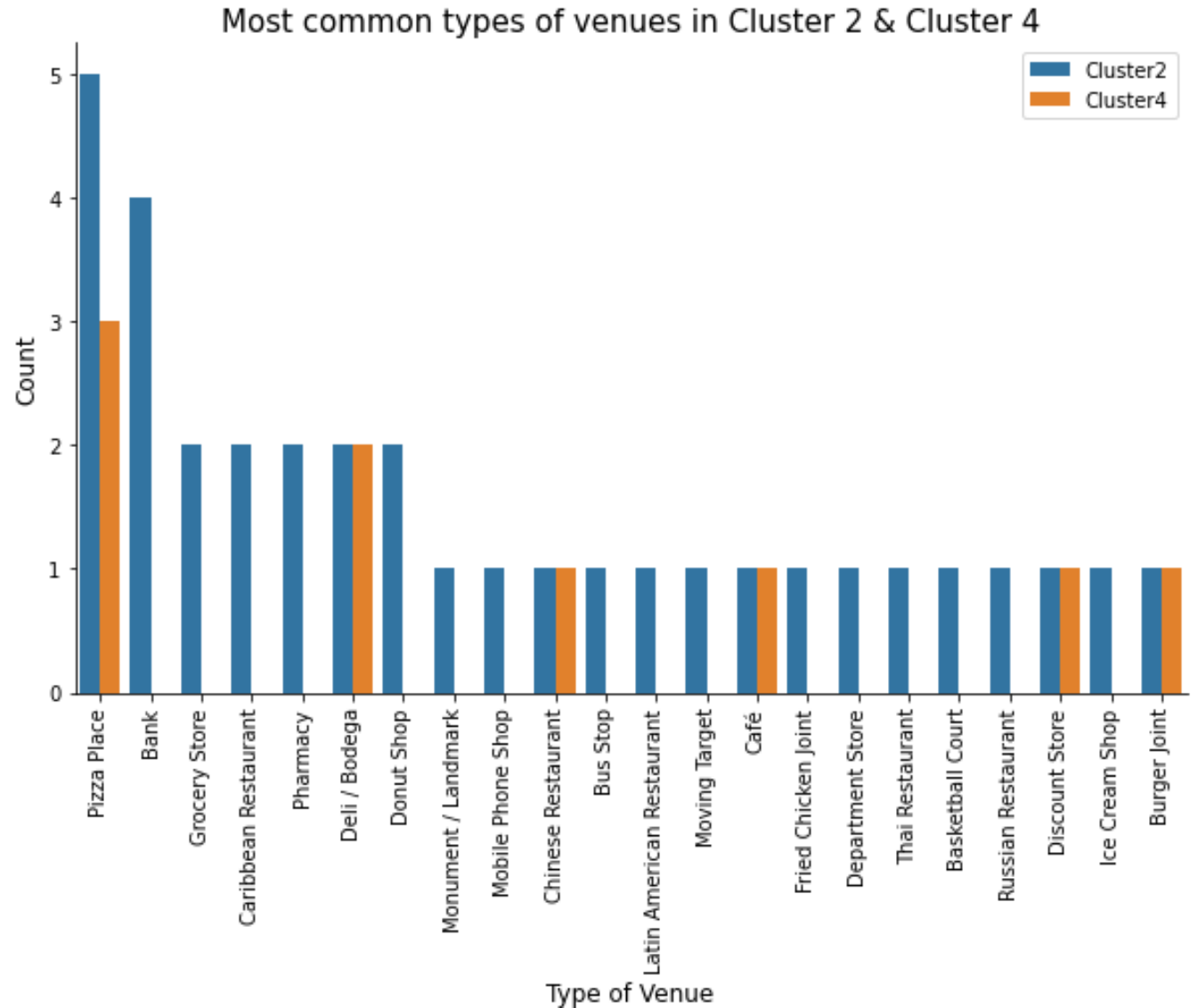
EXPLORATORY ANALYSIS ON REAL ESTATE PRICES

Average price for residential and commercial real estate prices in the 2 clusters were:

- Cluster 2 :   940 792 USD
- Cluster 4 : 1 369 005 USD

Average Real Estate Price in Cluster 2 & Cluster 4
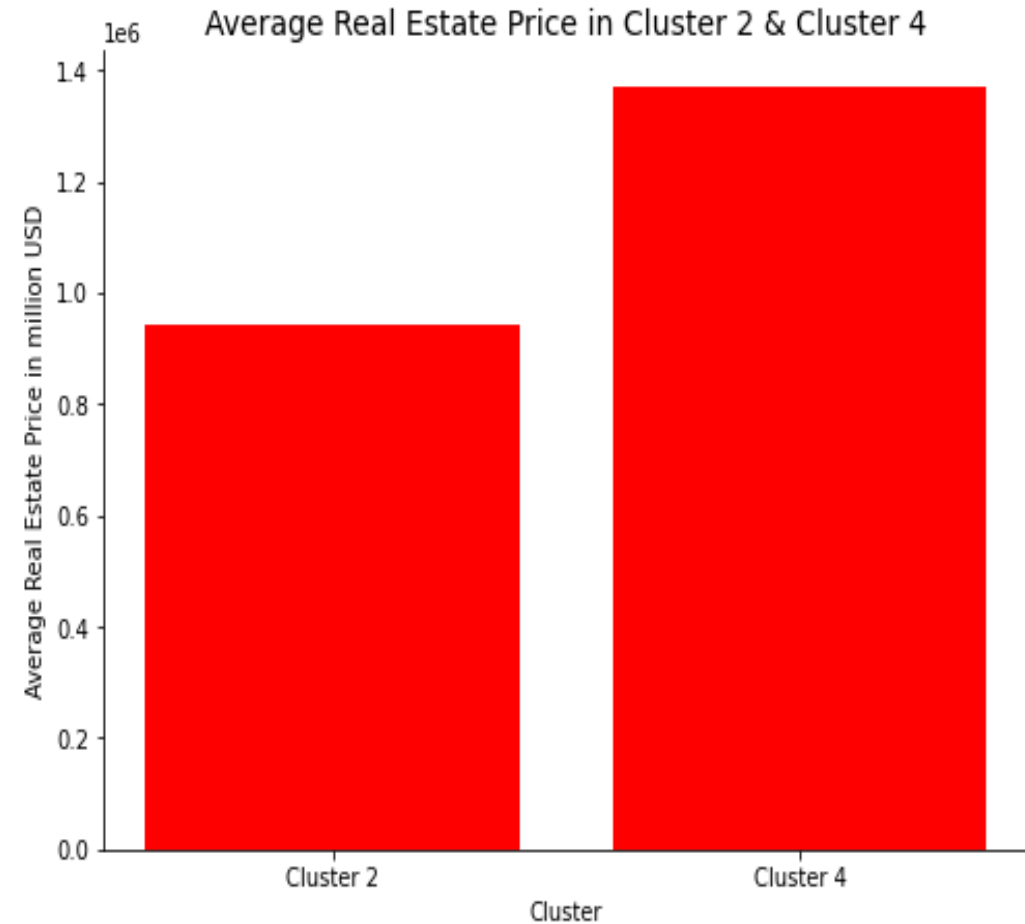
CONCLUSION

Based on the wide variety and number of venues in cluster 2 , combined with the lower real estate prices, the best option that would guarantee a better quality of life to its residents would be in a neighborhood in cluster 2.