Location analysis to open a French Bistrô & Wine Bar in the City of Boston

Data Description

The location analytics will rely on data supplied by official sources, such as local government planning and development agencies, and data companies offering free access to data sets, which includes:

Boston city map and neighborhood identification and geo coordinates

Boston postal codes (ZIP Codes)

https://datausa.io/profile/geo/boston-ma/

https://www.topozone.com/massachusetts/suffolk-ma/

https://www.findlatitudeandlongitude.com/

https://public.opendatasoft.com/explore/dataset/us-zip-code-latitude-and-longitude/table/?

https://www.boston.gov/departments/city-council/public-safety-and-criminal-justice

The City of Boston data hub [data.boston.gov] ANALYZE BOSTON, offers 161 datasets for public access, which includes a variety of topics including zoning districts, crime incident reports and economic indicators that will be used in this study.

The first datasets to be acquired are the neighborhoods with the assigned postal codes and its geo coordinates. This dataset will be used to plot and identify locations in the maps and calculate distances between reference points.

The initial location analysis will employ Foursquare for the searching of venues, and other mapping and plotting applications, like Folium.

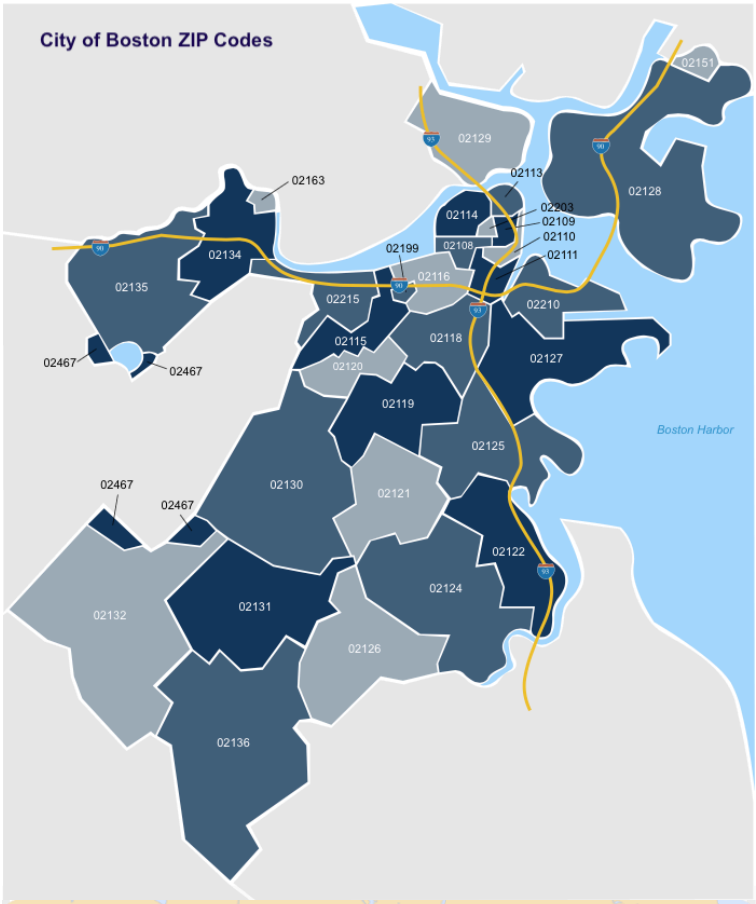
The first step is to search for venue category (‘wine bar’, ‘bistro’, ‘French café’) around given neighborhoods, filter the results and explore the most significant cases that may represent a direct competition or a business reference in the city.

Demographic data like income, age, gender and education will be used for statistical correlation and regression, if necessary, when comparing location in different neighborhoods.

Another important consideration in the location decision matrix is the public safety and crime incident data for each neighborhood.

Overall economic indicators and population trends for the city will be included in the analysis.

Additional data analysis tools and techniques will be used depending on the specific results and needs of each situation.


City of Boston ZIP Codes
02151
02129
02163
02113
02128
02114
02203
02109
02134
02199
02108
02110
02111
02135
02116
02215
02210
02118
02115
02127
02467
02467
02120
02119
Boston Harbor
02125
02467
02130
02121
02467
02122
02124
02132
02131
02126
02136


Neighborhoods of Boston
Charlestown
East Boston
West End
North End
Allston
Beacon Hill
Downtown
Chinatown
Back Bay
Bay Village
Brighton
Fenway Kenmore
South End
South Boston
Mission Hill
Roxbury
Mid Dorchester
Jamaica Plain
Dorchester
Mattapan
Roslindale
West Roxbury
Hyde Park
N
NW
NE
W
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SW
SE
S