

## ***The Battle of the Neighbourhoods - Report***

### ***1. Introduction & Business Problem:***

***Problem Background:*** The City of New York, is the most populous city inside the United States. It is diverse and is the monetary capital of USA. It is multicultural. It affords lot of enterprise opportunities and business friendly environment. It has attracted many special gamers into the marketplace. It is a global hub of business and commerce. The metropolis is a main middle for banking and finance, retailing, global trade, transportation, tourism, actual estate, new media, traditional media, advertising, legal services, accountancy, insurance, theatre, fashion, and the arts in the United States. This also way that the marketplace is relatively competitive. As it's miles especially developed city so cost of doing commercial enterprise is additionally one of the highest. Thus, any new business challenge or growth needs to be analysed carefully. The insights derived from evaluation will provide good understanding of the business environment which assist in strategically targeting the marketplace. This will assist in reduction of risk. And the Return on Investment might be reasonable.

***Problem Description:*** A eating place is a enterprise which prepares and serves food and drinks to clients in return for money, both paid before the meal, after the meal, or with an open account. The City of New York is well-known for its excellent cuisine. It is meals culture consists of an array of worldwide cuisines influenced with the aid of the city's immigrant history.

1. Central and Eastern European immigrants, specifically Jewish immigrants - bagels, cheesecake, warm dogs, knishes, and delicatessens
2. Italian immigrants - New York-style pizza and Italian delicacies
3. Jewish immigrants and Irish immigrants - pastrami and corned beef
4. Chinese and other Asian restaurants, sandwich joints, trattorias, diners, and coffeehouses are ubiquitous in the course of the city
5. cell food vendors - Some 4,000 licensed by using the city
6. Middle Eastern foods consisting of falafel and kebabs examples of current New York road food
7. It is well-known for no longer just Pizzerias, Cafe's but additionally for high-quality eating Michelin starred eating places. This city is home to "nearly a thousand of the best and most diverse haute delicacies restaurants in the global", in keeping with Michelin.

So, it is evident that to continue to exist in such competitive market it is very crucial to strategically plan.

Various factors want to be studied in order to decide at the Location together with:

1. New York Population
2. New York City Demographics
3. Are there any Farmers Markets, Wholesale markets etc nearby so that the ingredients can be purchased clean to maintain pleasant and fee?
4. Are there any venues like Gyms, Entertainment zones, Parks etc nearby in which floating population is excessive and so on

5. Who are the competition in that vicinity?
6. Cuisine served / Menu of the competition
7. Segmentation of the Borough
8. Untapped markets
9. Saturated markets and so on the listing can cross on...

Even though nicely funded XYZ Company Ltd. want to choose the appropriate region to start its first project. If that is success they are able to reflect the same in other locations. First flow is very important, thereby choice of area is very vital.

Target Audience: To recommend the right area, XYZ Company Ltd has appointed me to steer of the Data Science team. The goal is to discover and recommend to the management which neighbourhood of New York town can be fine choice to start a restaurant. The Management also expects to understand the intent of the suggestions made. This might interest anybody who wants to start a new restaurant in New York metropolis.

Success Criteria: The achievement standards of the project will be a very good advice of borough/Neighbourhood preference to XYZ Company Ltd based totally on Lack of such restaurants in that location and nearest suppliers of ingredients.

## 2. Data:

One metropolis may be analysed on this project: New York City. We can be the use of the underneath datasets for analysing New York city

Data 1: Neighbourhood has a complete of 5 boroughs and 306 neighbourhoods. In order to segment the neighbourhoods and discover them, we will essentially need a dataset that incorporates the five boroughs and the neighbourhoods that exist in each borough as well as the range and longitude coordinates of every neighbourhood.

This dataset exists totally free at the web.

Link to the dataset is : [https://geo.Nyu.Edu/catalog/nyu\\_2451\\_34572](https://geo.Nyu.Edu/catalog/nyu_2451_34572)

Data 2: Second data so as to be used is the DOHMH Farmers Markets and Food Boxes dataset. In this we are able to be the use of the data of Farmers Markets.

<https://statistics.Cityofnewyork.U.S/dataset/DOHMH-Farmers-Markets-and-Food-Boxes/8vbk-6iz2>

Website - <https://www.Grownyc.Org/greenmarketco/foodbox>

GrowNYC's Fresh Food Box Program is a food get right of entry to initiative that permits under-served communities to buy fresh, healthy, and primarily locally grown produce well under traditional retail prices. A farmers' market is frequently described as a public site used by two or extra local or regional producers for the direct sale of farm products to consumers. In addition to fresh end result and vegetables, markets may sell dairy products, fish, meat, baked goods, and different minimally processed foods.

Data 3: For the under analysis we will get facts from Wikipedia as given underneath :

1. New York Population
2. New York City Demographics
3. Cuisine of New York metropolis

[https://en.Wikipedia.Org/wiki/New\\_York\\_City](https://en.Wikipedia.Org/wiki/New_York_City)

[https://en.Wikipedia.Org/wiki/Economy\\_of\\_New\\_York\\_City](https://en.Wikipedia.Org/wiki/Economy_of_New_York_City)

[https://en.Wikipedia.Org/wiki/Portal:New\\_York\\_City](https://en.Wikipedia.Org/wiki/Portal:New_York_City)

[https://en.Wikipedia.Org/wiki/Cuisine\\_of\\_New\\_York\\_City](https://en.Wikipedia.Org/wiki/Cuisine_of_New_York_City)

Data 4: New York town geographical coordinates statistics may be utilized as enter for the Foursquare API, so as to be leveraged to provision venues statistics for every neighbourhood. We will use the Foursquare API to discover neighbourhoods in New York City. The underneath is photograph of the Foursquare API records.