



COMING MARCH 2020

THE BATTLE OF NEIGHBORHOODS

New York City



PREPARED BY: EXAVIER HAMILTON



INTRODUCTION: BUSINESS PROBLEM

In this module we will evaluate the competitive market and opportunity cost associated with doing business in New York City, NY. Since the establishment of the US, New York City has been the leader in driving revenue for the nation in every facet. From being the financial capital of the US coupled with its attractiveness to international business New York City has attracted many diverse cultures, heritages, and ethnicities. With that comes the ability to create a niche business or compete in the open market while minimizing downside risk. The results from this module will enhance insight while translating the data in efforts to discover a strategic approach in local direct marketing.

SUCCESS CRITERIA

- How much time each task would take to complete
- Resources assigned to each task
- Deadline for final budget approval of the project
- Timeline for the project kick off
- Timeline for everyone to approve of project roles and responsibilities
- Timeline for moving into project implementation
- Timeline for accepting the final deliverables
- The frequency with which the schedule would be reviewed or updated





NEW YORK CITY CUISINES

With the emergence of food culture and growth from self-proclaimed foodies New York City has become one of the primary cuisine hubs of the world. There are no favorites which allows for ample opportunities for a restaurant investor who may be new to the area looking to gain market share.

Chinese, Japanese, Korean, Italian, Brazilian, Cajun, Jamaican, Caribbean, Greek, Indian, Jewish, Mexican Thai, Mediterranean, American, and French Cuisine



OPPORTUNITIES

Some things to consider before opening a new restaurant location in New York City are: Current population and tourism in New York City. Diversity of demographics, heritages, ethnicity's of New York City.

- Opportunity cost to provide organic and vegan products from local farmers markets.
- Distance from entertainment and multipurpose areas and food selection.
- Statistics on Untapped and Saturated areas
- Top competitors in those markets
- Cuisine Options
- Segmentation of the Boroughs.

This research was designed based on the companies goal to obtain multiple locations over the next five years.





TARGET AUDIENCE

I was brought on to this project to lead the team of data scientist due to my vast knowledge of the area and industry. My team and I will discover opportunities and make recommendations for future locations across New York City. We understand how vital this initial location is to the growth of the overall portfolio and pride ourselves on following through for years to come.

Success CriteriaThe success of this project will be based off of the immediate ability to generate profits based on the marketing efforts from research. If this initial location can maintain profitability for two years Lipsey Enterprise will invest in another location in emerging markets.



OBJECTIVE

The success of this project will be based off of the immediate ability to generate profits based on the marketing efforts from research. If this initial location can maintain profitability for two years Lipsey Enterprise and Brothers Jamaican will invest in another location in emerging markets.





DATASET 1

DATASET RESOURCE

Data 1: The dataset that we will be utilizing to provide a proper assessment can be reviewed here:

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

This dataset also includes a list of urban agricultural sites that can be utilized for city gardens and urban farms.

<https://data.cityofnewyork.us/Environment/City-owned-sites-that-are-available-and-potential/qchy-end3>



DATASET 2

VENUES AND EATERIES

The 2nd dataset will provide us with data of local eateries in New York City consisting of mobile food trucks, food carts, snack bars and restaurants.

<https://data.cityofnewyork.us/Recreation/Directory-of-Eateries/8792-ebcp>



BROTHERS JAMAICAN



DATASET 3

WIKIPEDIA

Our main resource for our 3rd dataset.

Population and Demographic of New York City.

List of Cuisines of New York City.

Links to Wikipedia sources:

https://en.wikipedia.org/wiki/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/Cuisine_of_New_York_City



DATASET 4

FOURSQUARE API

Will provide the content needed in order to discover venues for each New York City neighborhood in our initial dataset. (5 Borough and 306 Neighborhoods)



BROTHERS JAMAICAN



METHODOLOGY

In this project we will direct our efforts on detecting areas of New York City that have low restaurant density. We will limit our analysis to area ~6km around city center.

In first step we have collected the required data: location and type (category) of every restaurant within 6km from New York City center. We have also identified African restaurants (according to Foursquare categorization).



ANALYTIC APPROACH

According to the feedback from our sources New York City is comprised of 5 main boroughs which consist of 306 neighborhoods.

The main areas we targeted based on demographic and popularity are Manhattan, Queens, Brooklyn and the Bronx.

Data 1: Geographic Coordinates:

Our initial data was pulled from the file newyork_data.json

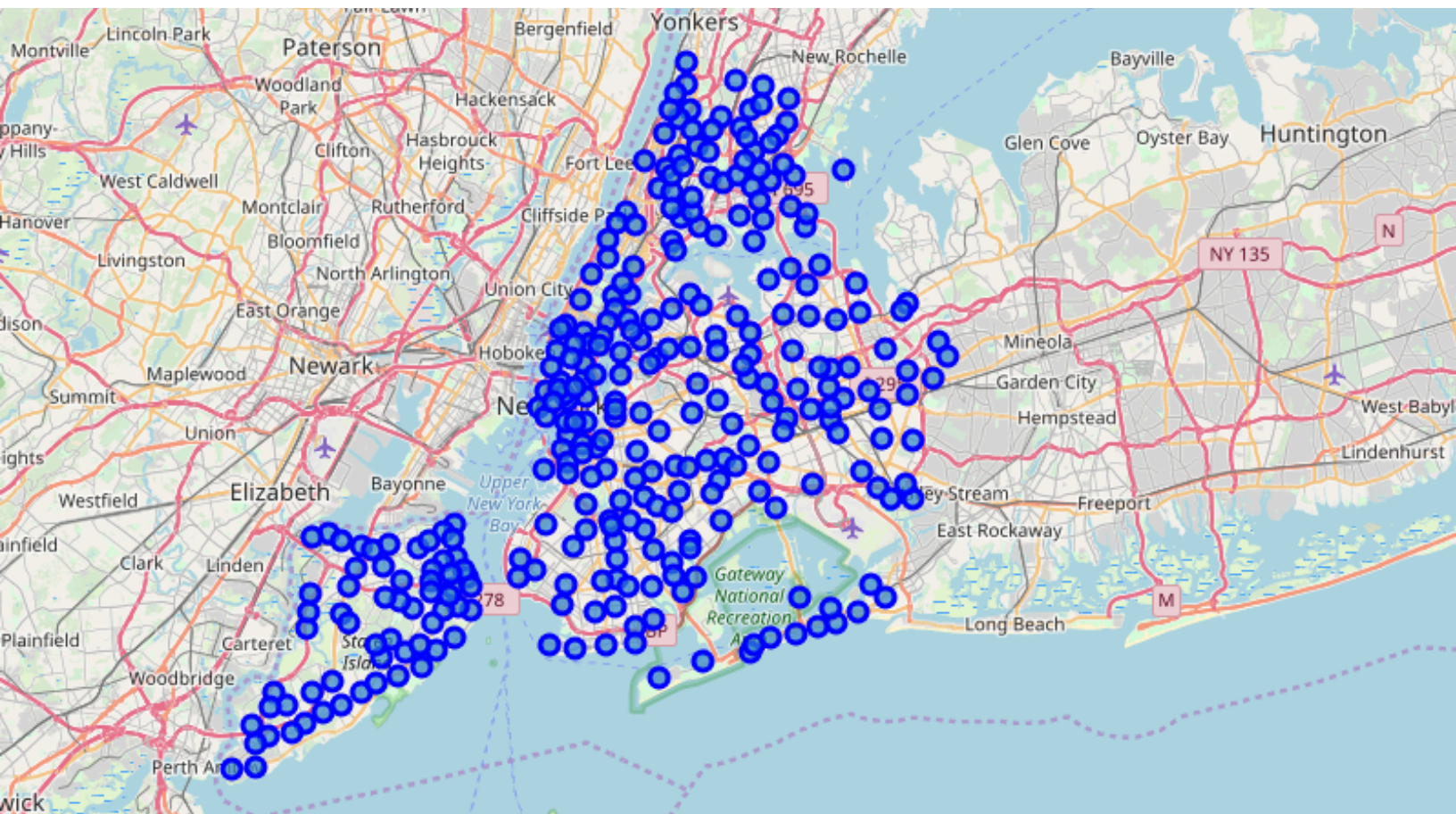
We then transition the data into pandas dataframe

Next, we pinpoint our coordinates for 306 neighborhoods in New York City

Our Foursquare API provided us with the appropriate data for venues

We imported Geopy and Folium to create our visualizations for New York City

The neighborhoods are indicated by blue marker.



NEW YORK CITY

	Borough	Neighborhood	Latitude	Longitude
0	Manhattan	Marble Hill	40.876551	-73.910660
1	Manhattan	Chinatown	40.715618	-73.994279
2	Manhattan	Washington Heights	40.851903	-73.936900
3	Manhattan	Inwood	40.867684	-73.921210
4	Manhattan	Hamilton Heights	40.823604	-73.949688



BROOKLYN

Borough	Neighborhood	Latitude	Longitude
---------	--------------	----------	-----------

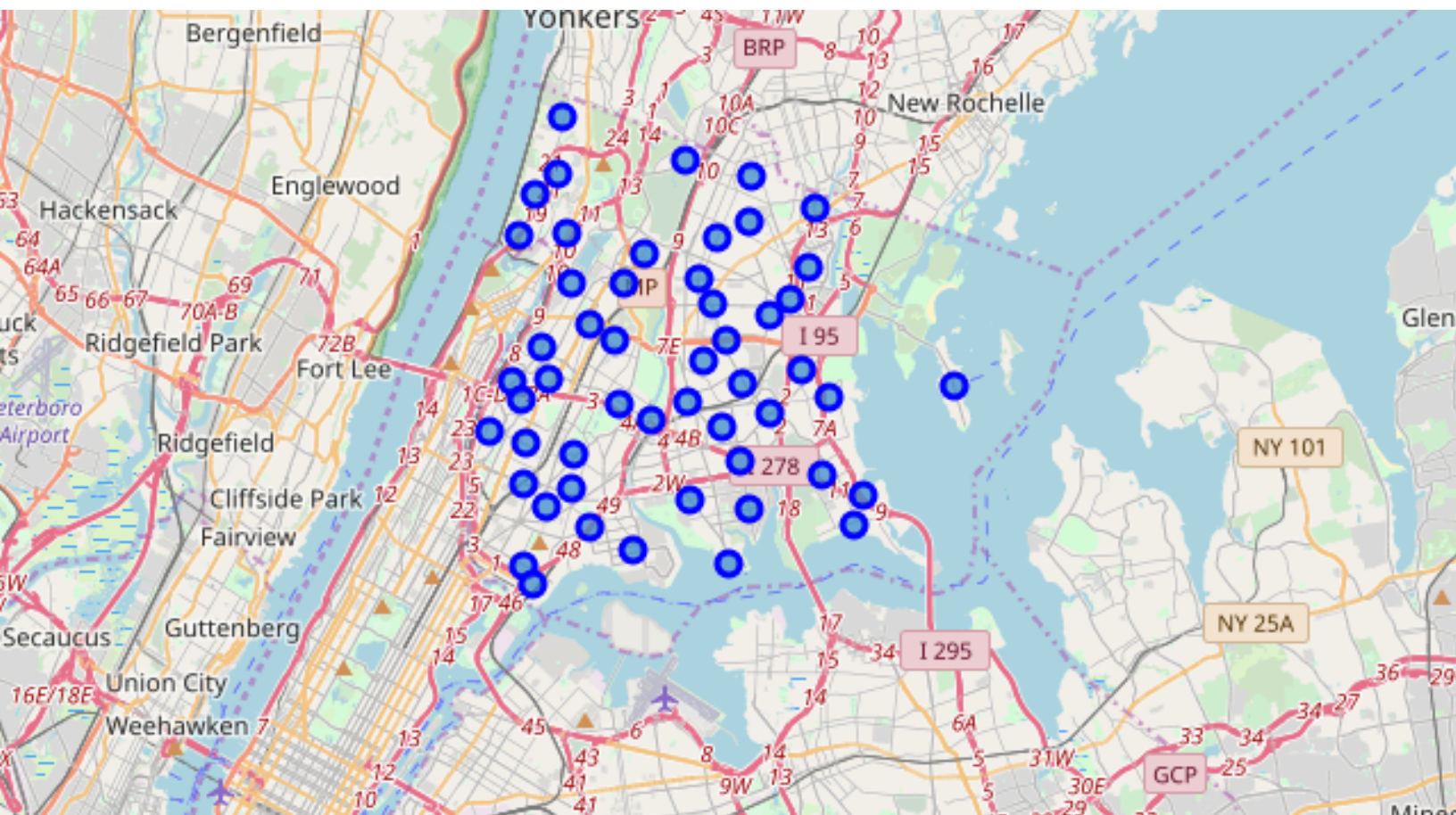
0	Brooklyn	Bay Ridge	40.625801 -74.030621
---	----------	-----------	----------------------

1	Brooklyn	Bensonhurst	40.611009 -73.995180
---	----------	-------------	----------------------

2	Brooklyn	Sunset Park	40.645103 -74.010316
---	----------	-------------	----------------------

3	Brooklyn	Greenpoint	40.730201 -73.954241
---	----------	------------	----------------------

4	Brooklyn	Gravesend	40.595260 -73.973471
---	----------	-----------	----------------------



QUEENS

	Borough	Neighborhood	Latitude	Longitude
--	---------	--------------	----------	-----------

0	Queens	Astoria	40.768509	-73.915654
---	--------	---------	-----------	------------

1	Queens	Woodside	40.746349	-73.901842
---	--------	----------	-----------	------------

2	Queens	Jackson Heights	40.751981	-73.882821
---	--------	-----------------	-----------	------------

3	Queens	Elmhurst	40.744049	-73.881656
---	--------	----------	-----------	------------

BROTHERS JAMAICAN

0	African Restaurant	0.07
1	Cosmetics Shop	0.07
2	Bar	0.04
3	American Restaurant	0.04

CONCLUSION

After evaluating our results, we have concluded that Central Harlem would be the ideal spot to start the first Jamaican Fusion restaurant location. Based on the population and proximity we believe that there is enough traffic to generate sufficient business from marketing strategies.

The data collected revealed that the second most sought out venue in Central Harlem was African Cuisine.

There is no better market to begin investing in efforts to gain parts of the existing market share. Once the brand becomes established there will be opportunities to branch out due to the success of the first location.



Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
Battery Park City	Park	Coffee Shop	Hotel	Memorial Site	Gym	Boat or Ferry	Wine Shop	Pizza Place	BBQ Joint	Clothing Store
Carnegie Hill	Pizza Place	Coffee Shop	Café	Bakery	Gym / Fitness Center	Gym	Grocery Store	Japanese Restaurant	French Restaurant	Cosmetics Shop
Central Harlem	Cosmetics Shop	African Restaurant	Bar	Chinese Restaurant	Seafood Restaurant	French Restaurant	Fried Chicken Joint	American Restaurant	Dessert Shop	Cocktail Bar
Chelsea	Coffee Shop	Bakery	Ice Cream Shop	Nightclub	Italian Restaurant	Seafood Restaurant	Theater	American Restaurant	Hotel	Japanese Restaurant
Chinatown	Chinese Restaurant	Cocktail Bar	Bubble Tea Shop	American Restaurant	Spa	Salon / Barbershop	Bakery	Vietnamese Restaurant	Optical Shop	Asian Restaurant
Civic Center	Gym / Fitness Center	Italian Restaurant	Hotel	Coffee Shop	French Restaurant	Yoga Studio	Sporting Goods Shop	Sandwich Place	Cocktail Bar	Park
Clinton	Theater	Gym / Fitness Center	Hotel	American Restaurant	Italian Restaurant	Wine Shop	Coffee Shop	Sandwich Place	Spa	Gym

BROTHERS JAMAICAN