The Battle of the Neighborhoods
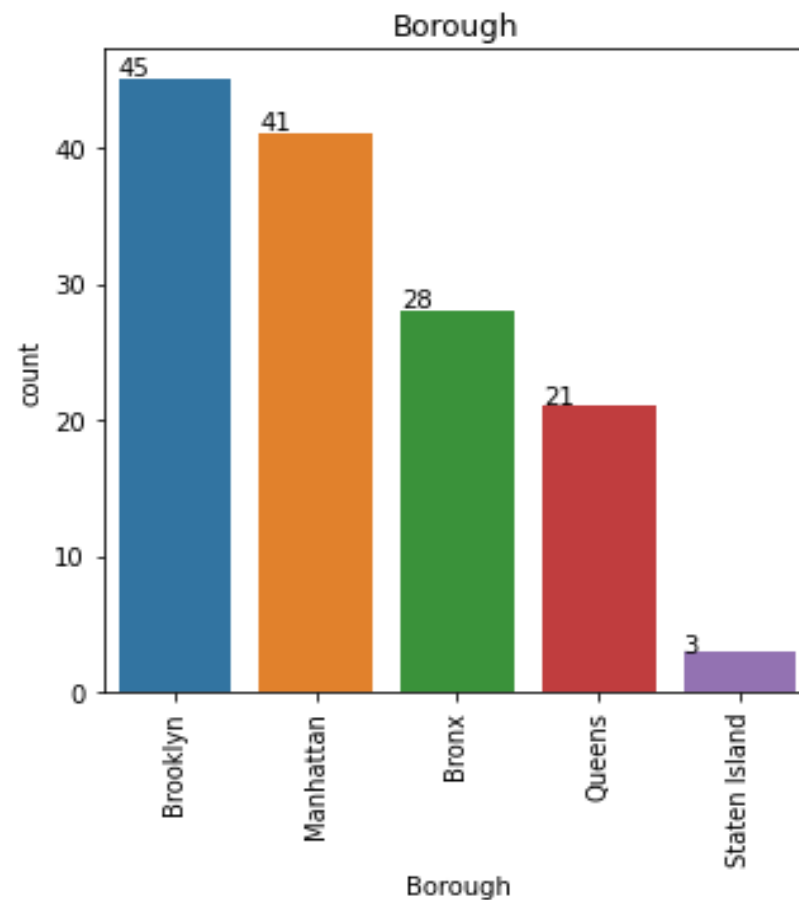
Chivito's Inc.

Federico Piriz

Objective

- **Find in which neighborhood of New York City to start a new restaurant.**

- The results Will be presented to Chivito's Inc.

Data

- Neighborhoods in NYC: https://geo.nyu.edu/catalog/nyu_2451_34572

- DOCHMH (Department of Health and Mental Hygiene) Farmers Markets: https://data.cityofnewyork.us/dataset/DOHMH-Farmers-Markets/8vwk-6iz2

- New York City population: https://en.wikipedia.org/wiki/Demographics_of_New_York_City
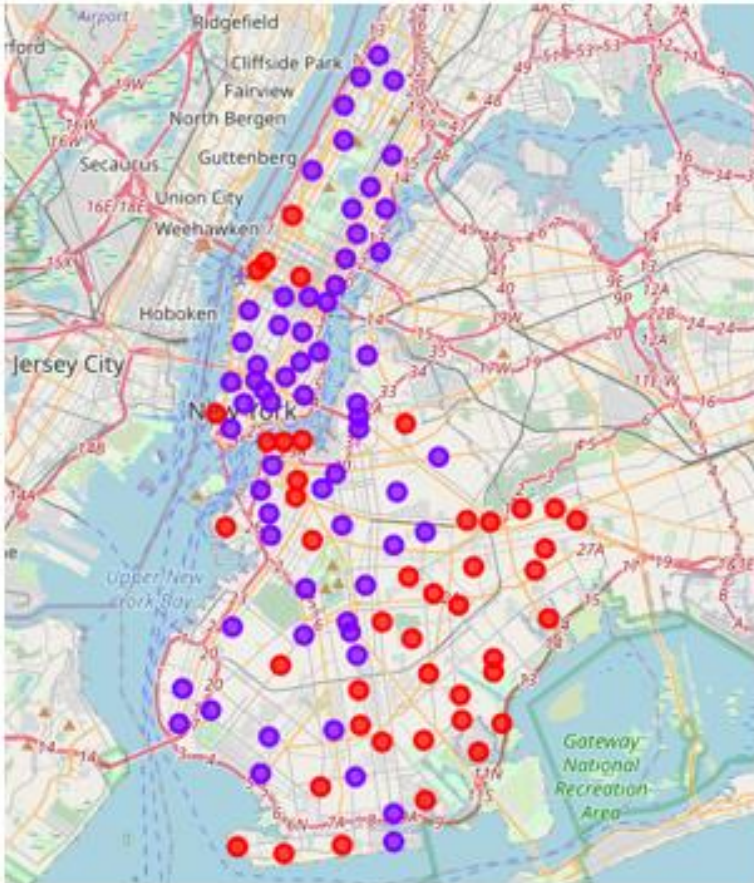
- Foursquare API

Farmers Markets

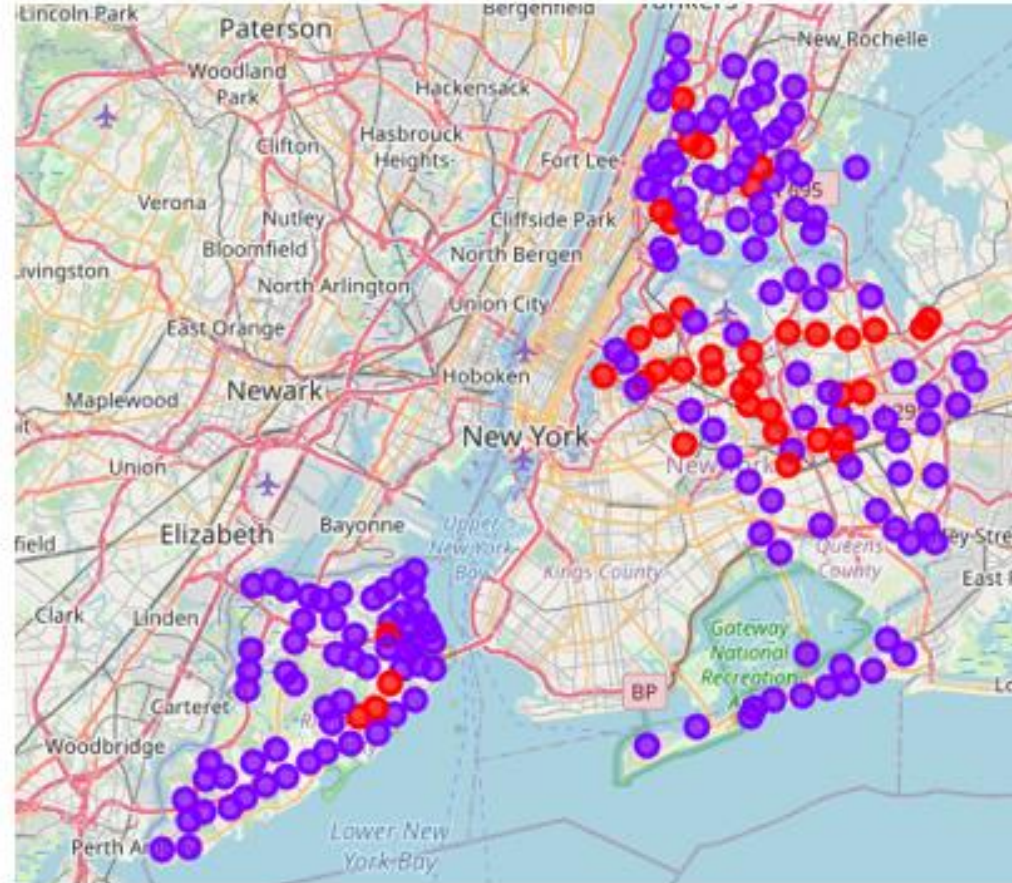Brooklyn and Manhattan are the two boroughs with most farmers markets

Clustering

Manhattan and Brooklyn clustering

Bronx, Queens and Staten Island clustering

Neighborhoods in NYC are divided in two clusters. **Cluster 0** (Purple) includes the neighborhoods that are not saturated in number of restaurants. On the other hand, **Cluster 1** (Red) is composed by neighborhoods that have a market that is very saturated, number of restaurants is high.

Conclusion

- In general, New York City is highly saturated in restaurant venues.

- **I would recommend Chivito's Inc. to start their first restaurant in Manhattan, as there are some neighborhoods that are not saturated (Purple), and the population there is enormous.**

- Another option would be to start in southern Queens, but this decision would imply less traffic of people nearby the new restaurant.

- Further analysis is recommended to take a better decision, as the data source used for this project is really limited. Either way, it is enough to do a respectable recommendation.