THE BATTLE OF NEIGHBORHOODS

OPENING OF NEW GROCERY STORE IN NEW YORK

PRESENTER:

MUHAMMAD ILYAS

INTRODUCTION

BACKGROUND
- Financial Center of The World
- Most Populated City of US
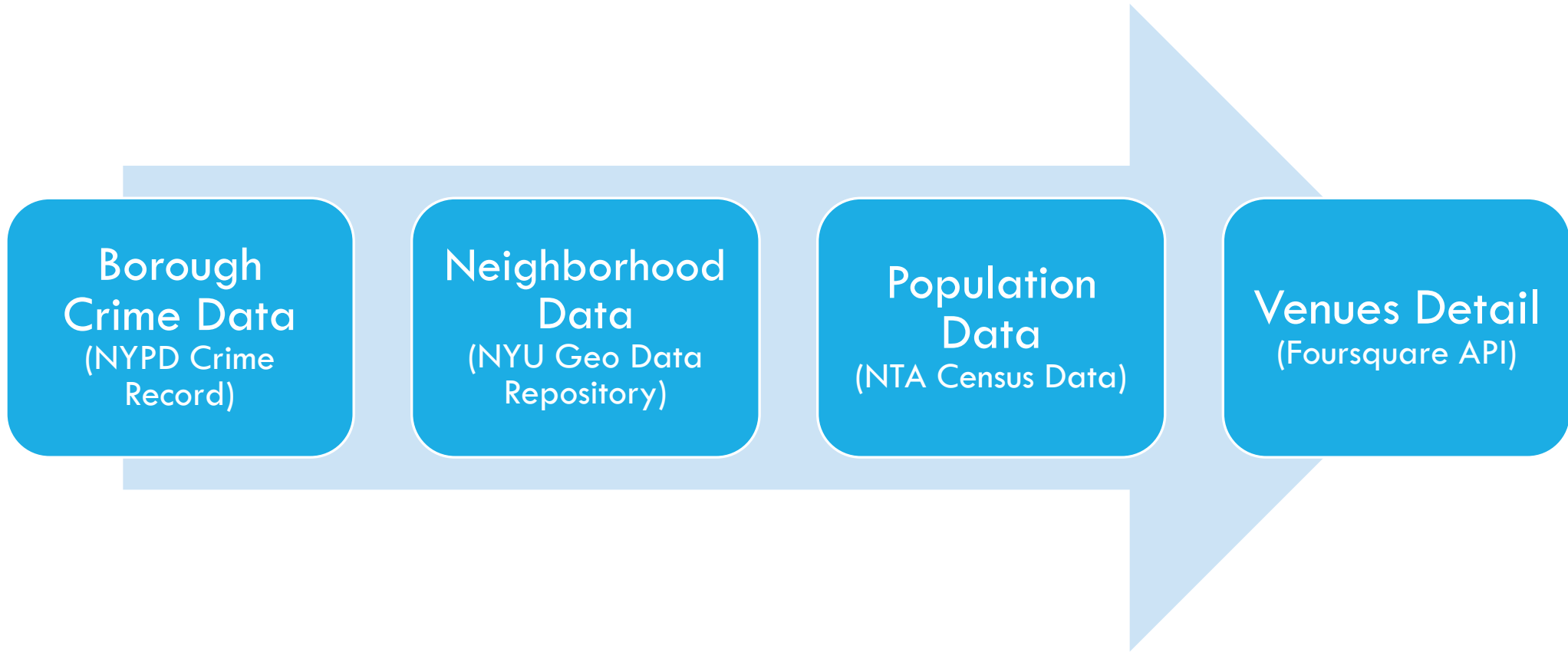- Diverse & Multicultural Environment

PROBLEM DESCRIPTION
- New Grocery Store Opening
- Safest / Low Crime Borough of NY
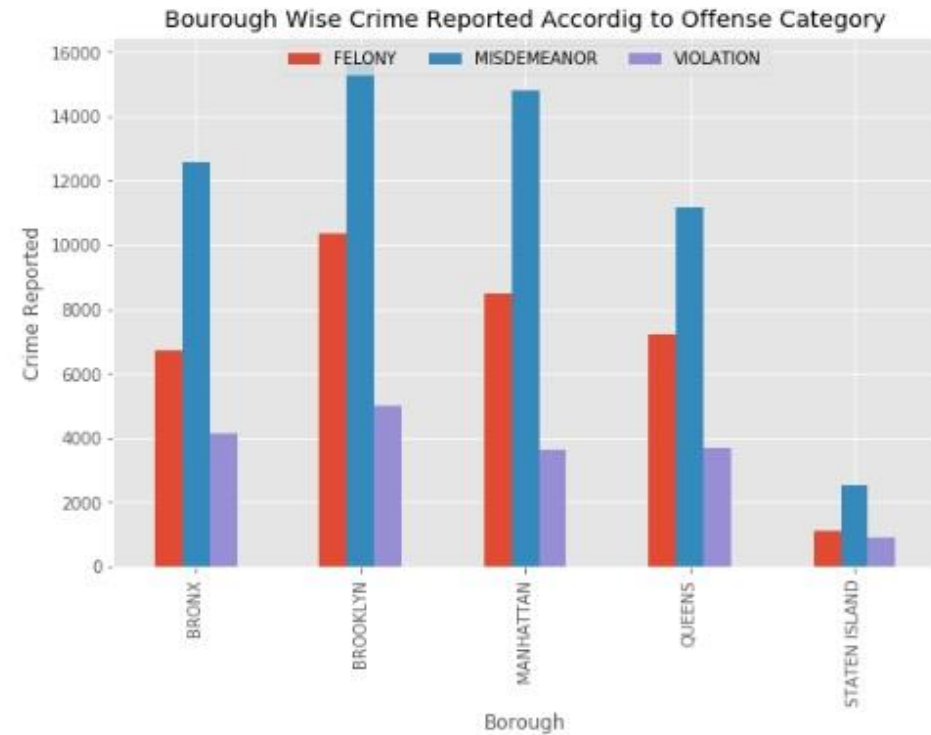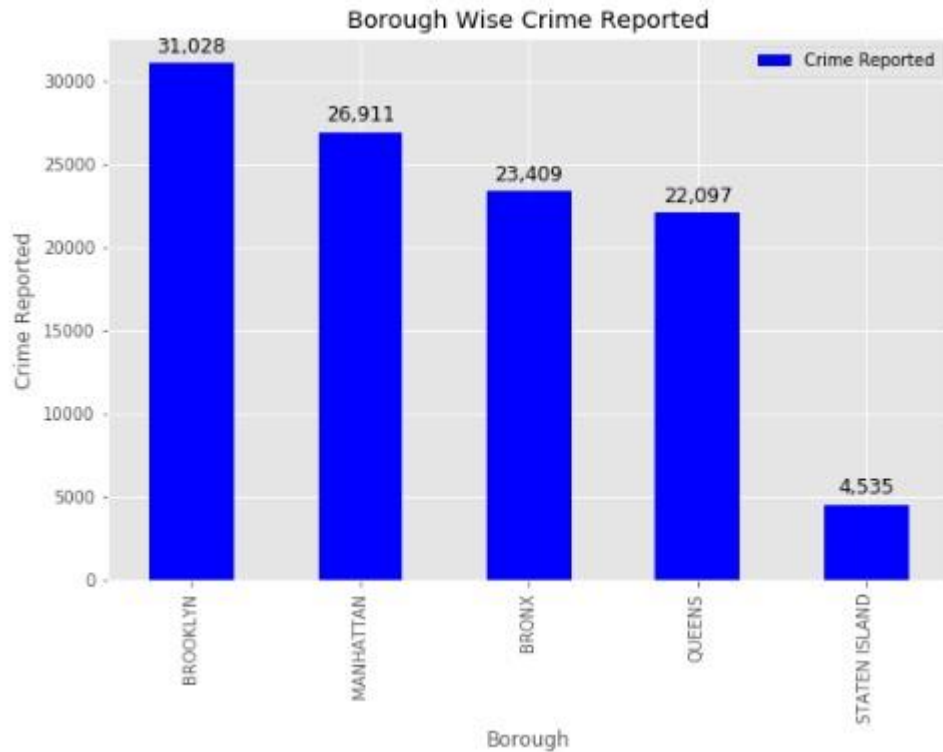- Low Competition & More Population

TARGET AUDIENCE
- Any Stakeholder Intended to Open New Grocery Business

DATA SOURCES

Borough Crime Data
(NYPD Crime Record)

Neighborhood Data
(NYU Geo Data Repository)

Population Data
(NTA Census Data)
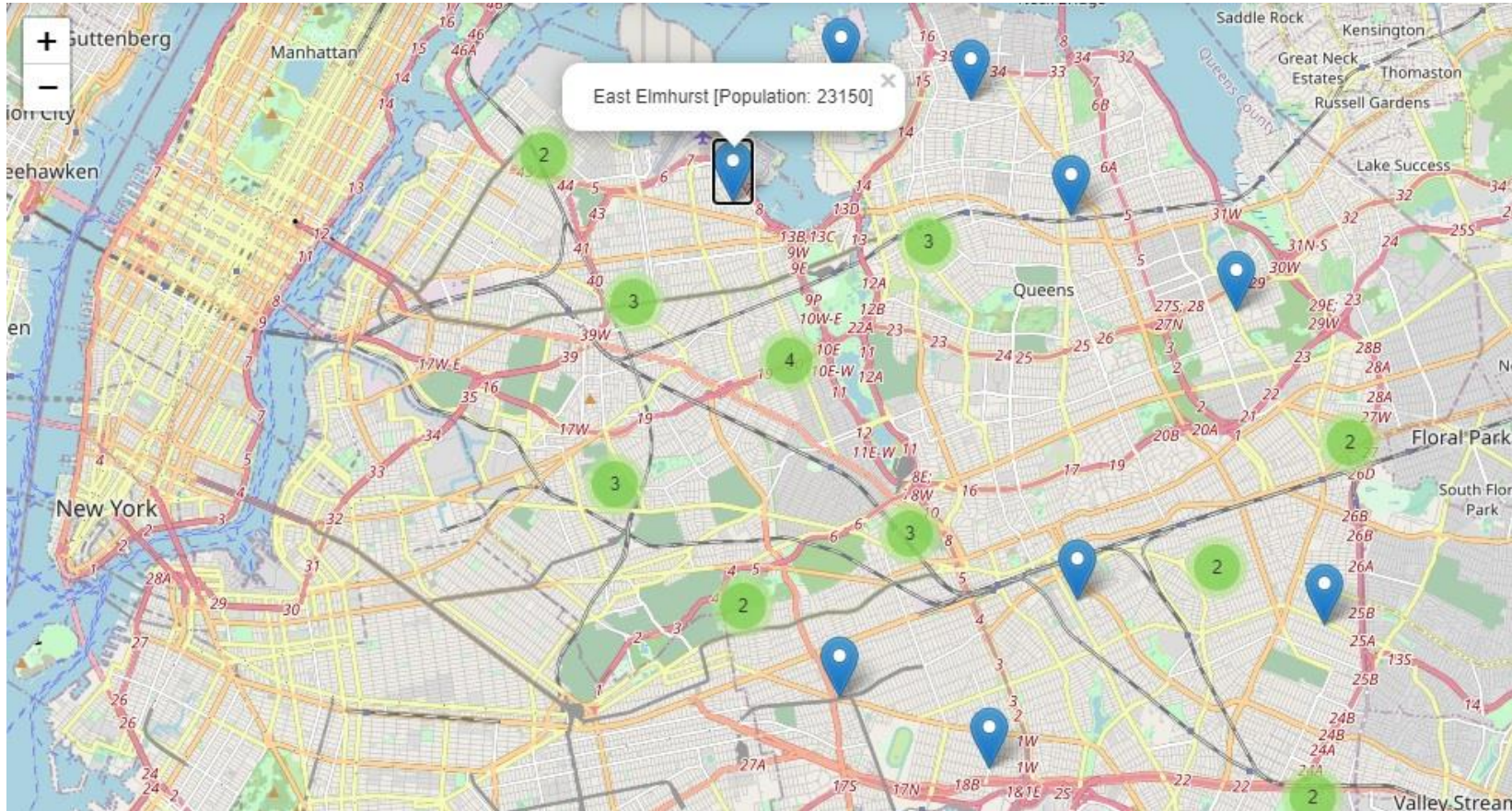
Venues Detail
(Foursquare API)

BOROUGH CRIME DATA

Link to Dataset: https://data.cityofnewyork.us/Public-Safety/NYPD-Complaint-Data-Current-Year-To-Date-/5uac-w243
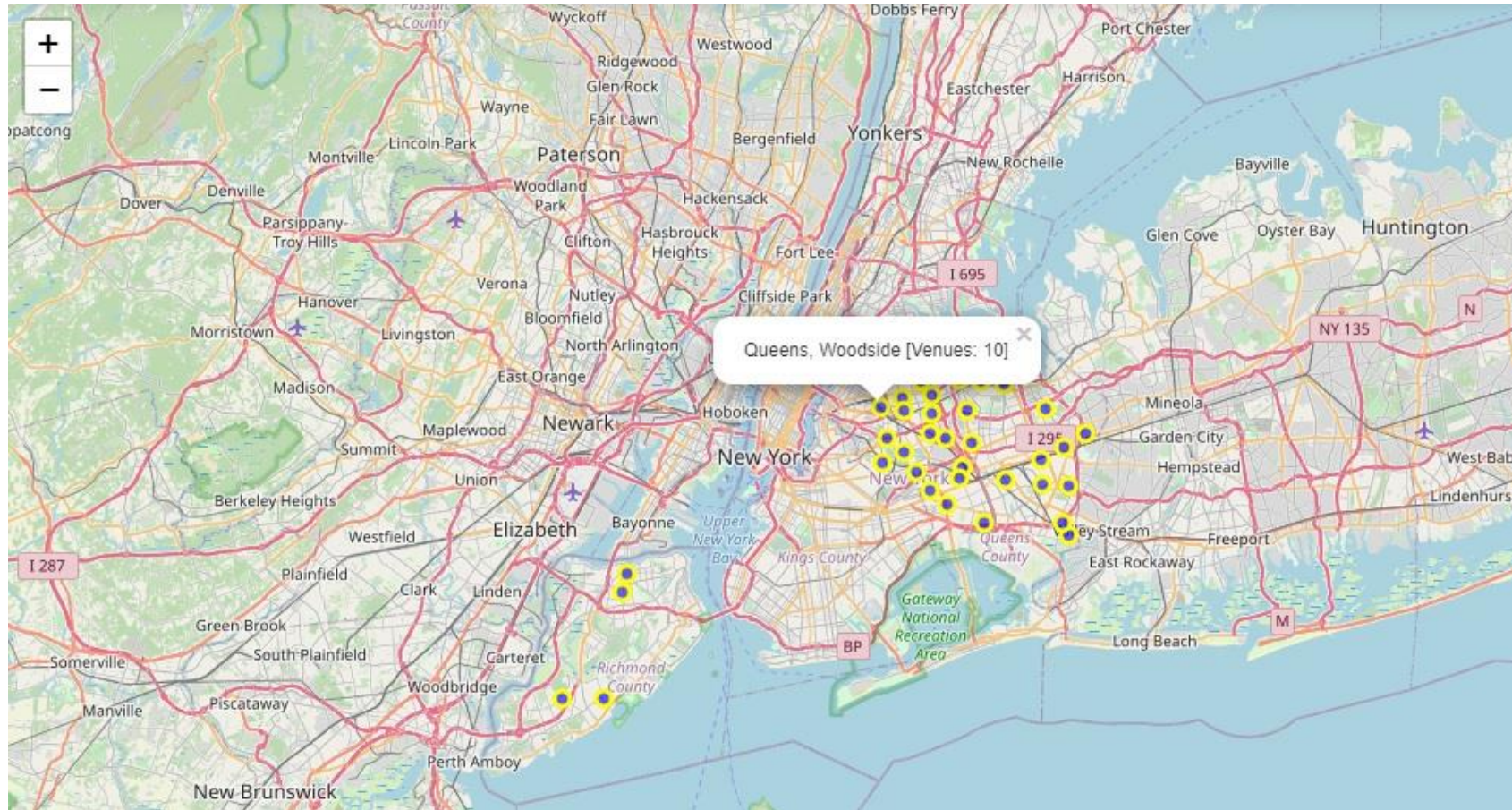
NEIGHBORHOODS DATA & POPULATION

Neighborhoods Dataset: https://geo.nyu.edu/catalog/nyu_2451_34572
Population Dataset: https://data.cityofnewyork.us/City-Government/Census-Demographics-at-the-Neighborhood-Tabulation/rnsn-acs2
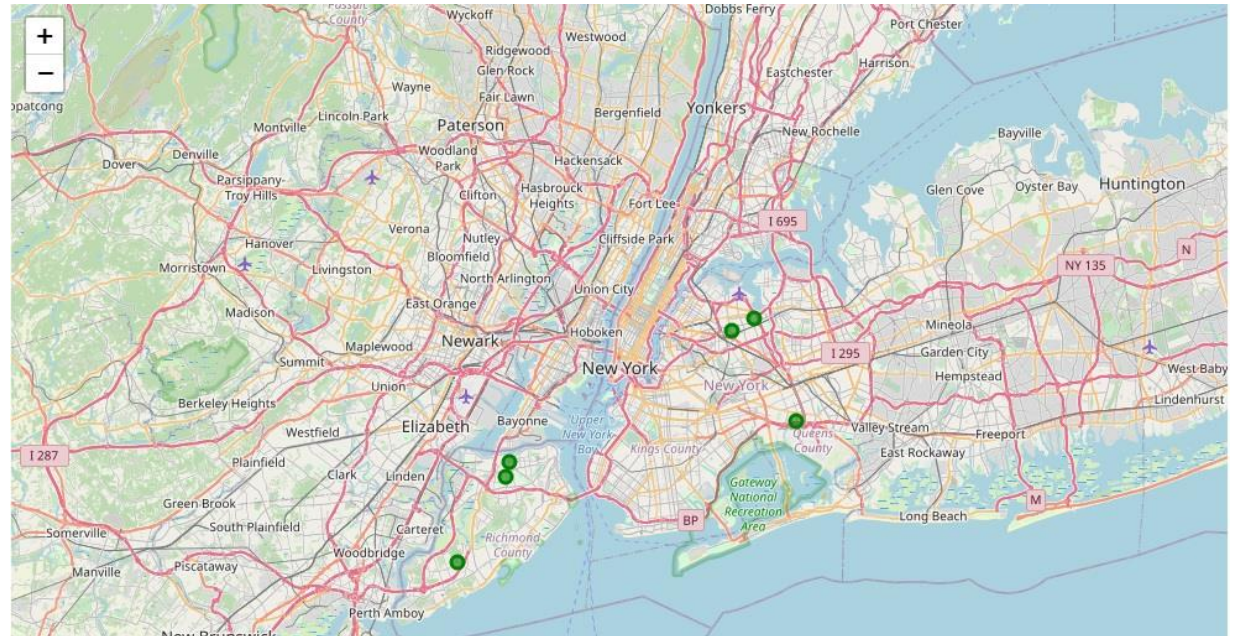
NEIGHBORHOODS VENUES

Source: Using Frousquare API to get neighborhoods venues.

RESULT

SELECTED NEIGHBORHOODS OPTIMIZED LOCATIONS SET

1. Queens, Elmhurst
2. Queens, South Ozone Park
3. Queens, North Corona
4. Staten Island, Arden Heights
5. Staten Island, Westerleigh
6. Staten Island, Port Richmond

CONCLUSION

CHARACTERISTICS FOR FINAL DECISION ON OPTIMAL STORE LOCATION

- Attractiveness of Each Location (Proximity to Park or Water),
- levels of Noise / Proximity to Major Roads
- Real Estate Availability
- Real Estate Prices
- Social and Economic dynamics

FINAL NOTE

ALL THE ABOVE ANALYSIS IS DEPENDED ON:

- The adequacy and accuracy of the NTA Population Data

- Foursquare API data

A more comprehensive analysis and future work would need to incorporate data from other external databases.

Q & A | THANK YOU