

The Battle of Neighbourhoods

Introduction

New York is the most populous city in the United States. It is often described as the cultural, financial and media capital of the world. New York is comprised of five Boroughs namely Manhattan, Brooklyn, Queens, Bronx and State Island. Each Borough is further subdivided into its own Neighbourhoods.

New York is home to the largest Chinese population outside Asia. The increase in immigration and the accompanying growth in the Chinese population continue to be fuelled by New York's status as a global city, extensive mass transit system and its enormous economic marketplace.

New York City is home to various cuisines representing different ethnic groups that have immigrated to the US over time. New York City was also the founding city of New York Restaurant Week which has spread around the world due to the discounted prices. Food being a basic necessity, in a densely populated city like New York, there is always scope for different cuisines. There is a huge market potential in the restaurant business there.

Business Problem

Though New York City is thickly populated with Chinese, the distribution of the people or the restaurants are not uniform across the city. The problem, which this project tries to solve can be looked from two perspectives, i.e. from a consumer's point of view and a business man's point of view. The problems that will be addressed in this project are:

1. Which Boroughs are suitable for a Chinese immigrant in New York?
2. Which are the neighbourhoods with the greatest number of Chinese restaurants in New York?
3. Where can you get the best Chinese cuisine in New York?
4. Which are the potential markets for Chinese restaurants in New York?
5. In which all areas are the Chinese restaurant market saturated in New York?

The project aims to find answers to the above questions graphically using various plots and charts wherever possible.