

# Battle of the Neighborhoods

## Grand Coffee Maniacs Limited



# Introduction

- Manhattan review for Grand Coffee Maniacs
- Determine the best location for new Cafe

## Problem Description

- Choose the Neighborhood in Manhattan for the venue
- Population variety
- Increased demand
- Fresh and organic products availability

## Success Criteria:

- Maintain company concept and strategy by meeting above requirements



# Background of the city

- One of the highest populated cities in the USA
- Over 60 million tourists worldwide
- High demand for services
- Business Opportunities
- Always expanding
- High population density
- Global hub for businesses in the technology, advertising, accounting, architect, retail, banking and finance sectors



# Factors to take into consideration in order to determine the best location

- Demographics and Population
- Most Popular attractions in the city
- Competitors
- Are there nearby market locations for fresh ingredients and produce





# Data 1 - Description

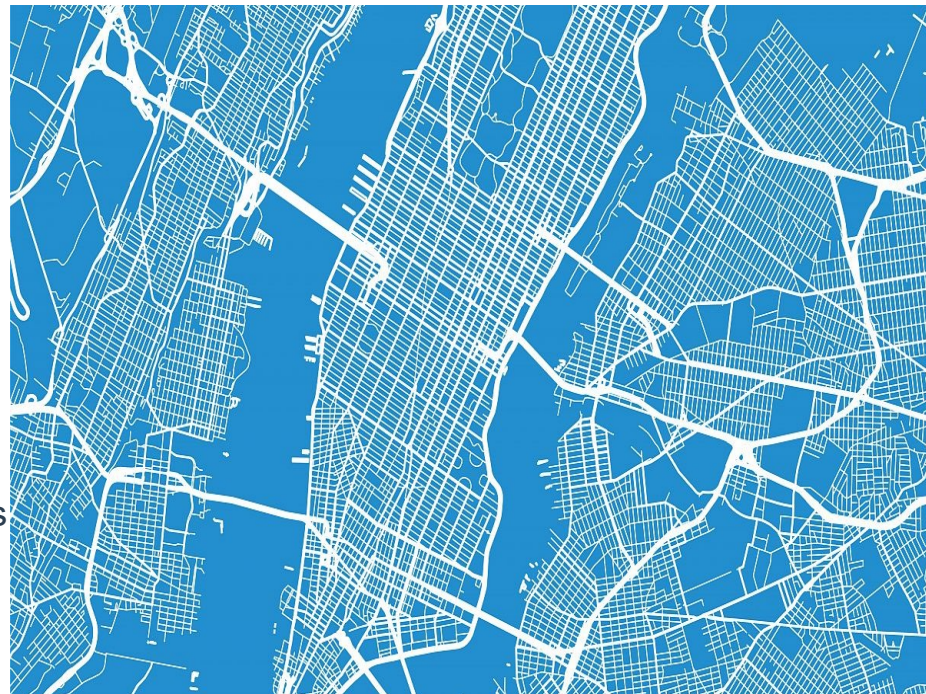
- Analyze the New York City and Manhattan borough population
- Neighborhoods in Manhattan
- Population density

## Data used for research:

[https://en.wikipedia.org/wiki/New\\_York\\_City](https://en.wikipedia.org/wiki/New_York_City)

[https://en.wikipedia.org/wiki/List\\_of\\_Manhattan\\_neighborhoods](https://en.wikipedia.org/wiki/List_of_Manhattan_neighborhoods)

[https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset)



## Data 2 - Description

- Determine the 12 most popular tourist attractions and their locations



**Data used for research:**

<https://www.theactivetimes.com/travel/most-popular-tourist-attractions-new-york-city/slide-13>



# Data 3 - Description

- Utilize geographical coordinates from Foursquare to determine competitor location
- Data from foursquare.com
- Below you can find an image of part of the API data used from Foursquare.

Out[246]:

	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Chinatown	40.715618	-73.994279	Matcha n' More	40.717955	-73.997334	Café
1	Washington Heights	40.851903	-73.936900	Green Juice Cafe	40.851898	-73.934827	Café
2	Washington Heights	40.851903	-73.936900	Le Chéile	40.851459	-73.939989	Café
3	Washington Heights	40.851903	-73.936900	Pick and Eat	40.847558	-73.938212	Café
4	Washington Heights	40.851903	-73.936900	Scoop Cafe	40.849988	-73.935396	Café

## Data used for research:

- [https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset)



## Data 4 - Description

- Are there nearby market locations for fresh ingredients and produce
- A farmer's market is a physical retail marketplace in which the products are sold directly from the farmers. Typically these markets are made up of booths, tables and stands where the farmers are able to sell the homegrown produce they have made such as animal and plant based products.
- Explore Farmer Market locations

### **Data used for research:**

- [https://en.wikipedia.org/wiki/Farmers%27\\_market](https://en.wikipedia.org/wiki/Farmers%27_market)
- <https://data.cityofnewyork.us/dataset/DOHMH-Farmers-Markets/8vwk-6iz2>





# Methodology

- The goal would be to determine the best location for the new venue of Grand Coffee Maniacs Limited
- Exploratory data analysis:
- Demographics and population
- Most Popular Attractions
- Competitors
- Farmer's Markets



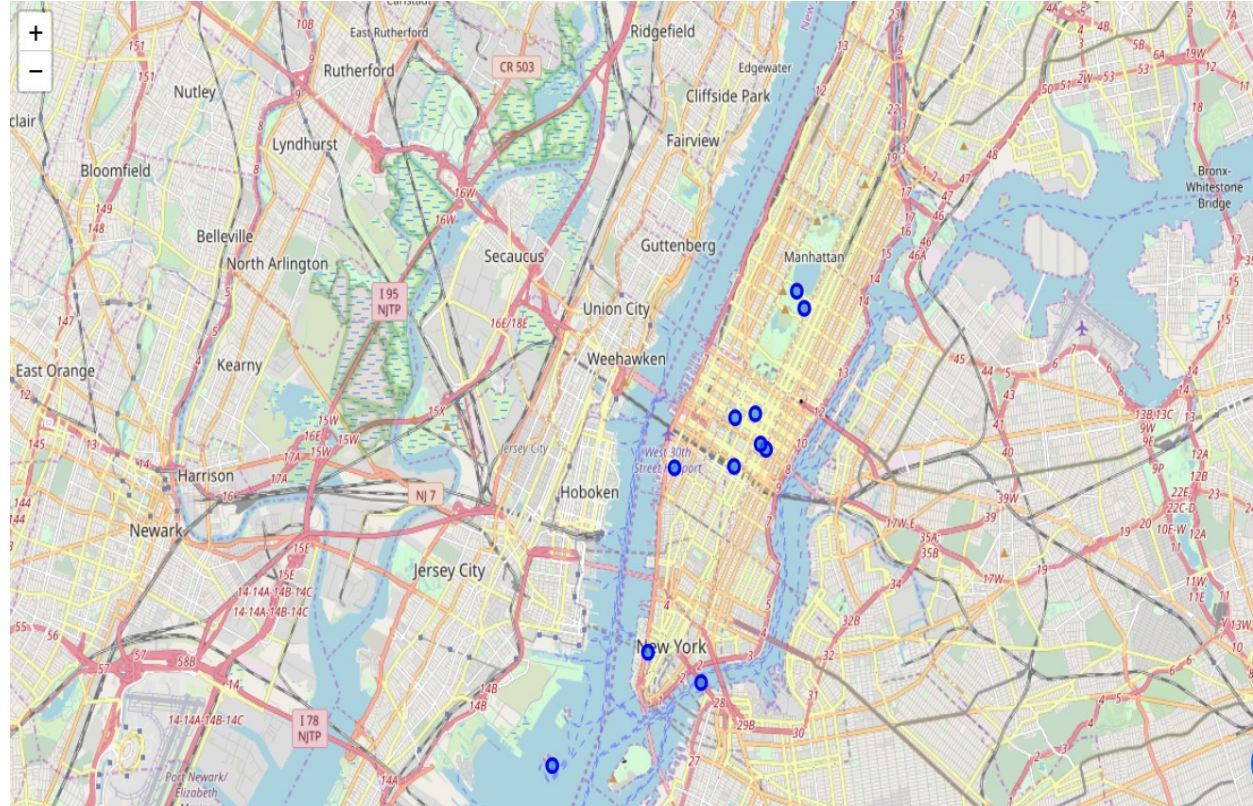
# Demographics and Population

- New York contains 5 main borough and 306 neighborhoods
- Total area of the city is 302.64 square miles
- Manhattan consists of 53 neighborhoods spreading on an area of 22.83 square miles
- Density of Manhattan – 72,033 people per square mile



# Most Popular Attractions

- **Brooklyn Bridge**
- **9/11 Memorial**
- **Central Park**
- **Chrysler Building**
- **Empire State Building**
- **Grand Central Terminal**
- **High Line Park**
- **Metropolitan Museum of Art**
- **New York Botanical Garden**
- **Rockefeller Center**
- **Statue of Liberty**
- **Times Square**



# Competitors

- 3307 different venues
- Coffee shops and Cafe's among the top 5 in almost all neighborhoods in Manhattan
- 209 competitors in Manhattan
- Highest numbers in:
- Financial District
- Carnegie Hill
- Lenox Hill

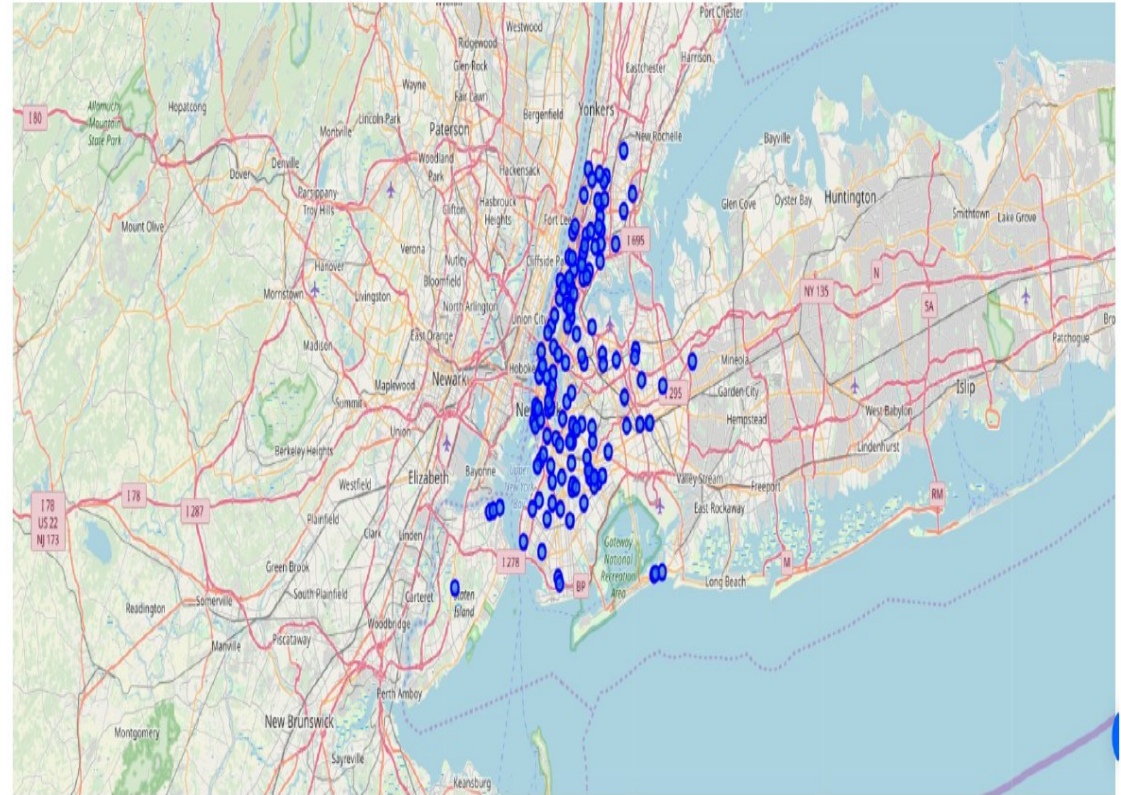
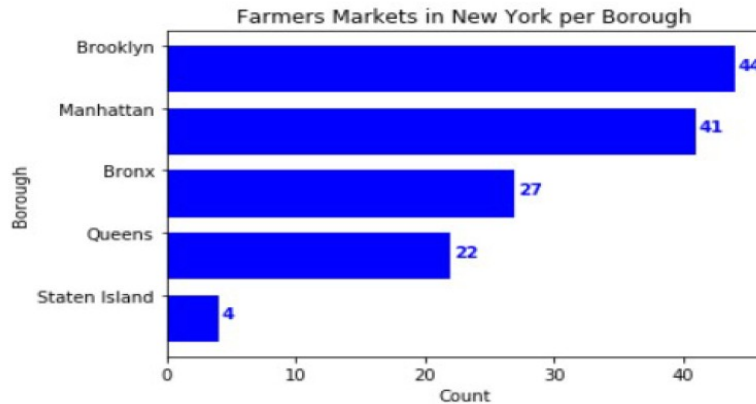
Out[235]:

	Coffee Shop	Café	Total
Neighborhood			
Financial District	11	2	13
Carnegie Hill	6	4	10
Lenox Hill	7	3	10
Yorkville	7	1	8
Hamilton Heights	3	4	7
Upper West Side	4	3	7
Tudor City	2	5	7
Tribeca	3	4	7
Lincoln Square	2	5	7
Hudson Yards	3	4	7
Battery Park City	7	0	7
Civic Center	5	2	7
Chelsea	6	1	7
Murray Hill	5	1	6
Flatiron	2	4	6
Inwood	1	5	6
Washington Heights	2	4	6
Turtle Bay	4	2	6
Midtown	4	2	6
Manhattan Valley	4	1	5
Clinton	4	1	5
Little Italy	1	4	5



# Farmer's Markets

- **Greenmarket organization founded in 1976**
- **138 Farmer's Markets in New York City**
- **41 markets in Manhattan**



# Results

- **53 neighborhoods in Manhattan**
- **Population density 28,188 per sq/m**
- **209 competitors in Manhattan**
- **5 of the 12 most popular attractions in Midtown**
- **138 farmer markets in New York City**
- **41 markets in Manhattan**



# Discussion

- After initial set up and opening of Manhattan venue, Brooklyn is a potential expansion territory
- High population and venues with 3307 different venues in Manhattan
- Bronx, Queens and Staten Island would benefit from new Farmer's markets in their areas
- In New York there are many different cultures with different traditions, values and beliefs for coffee showing high demand



# Conclusion

- Manhattan very competitive market – 209 competitors in Manhattan
- High Market saturation
- A lot of Farmer markets spread in the area guaranteeing fresh products and ingredients – 41 total
- Highest number of tourist attractions in Manhattan
- Many tourist attractions guaranteeing exposure for our new venue
- Midtown consists of high number of tourist volume and 5 of the main attractions are based in the area
- Due to the above factors Midtown Manhattan would be the best place to be explored for the opening of Grand Coffee Maniacs Limited's new location

