



New York City Real State Analysis

COURSERA CAPSTONE PROJECT

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Part 1: Introduction

BACKGROUND

New York City (NYC) is the most populated city in the United States (US), with an estimated population of more than 8 million distributed over more than 300 square miles.

It is also the largest metropolitan area in the US with more than 20 million people, and is composed of five boroughs: Brooklyn, Queens, Manhattan, the Bronx, and Staten Island.

Real estate is a major part in the city economy, as the total value of all NYU passed the \$1 trillion mark in the 2017 fiscal year with an increase of more than 10% over the previous year. NYC is home to some of the world's most valuable real state. [1]

BUSINESS PROBLEM

An investment on real state in NYC will come with some challenges, and any potential investor will need to be assured of the value of the investments. This value will come from selecting the best neighborhood for a target amount to be invested.

The best neighborhood will depend mainly of the proximity to the venues preferred by the potential investor. Other factors like crime statistics were not considered, assumed not relevant to the higher market segments analyzed in this report.

The question is: How to select the best neighborhood for a given investment amount and the venues preferences of a potential investor.

[1] New York City (https://en.wikipedia.org/wiki/New_York_City)