

Selecting the Best Neighborhood to Open a Smoothie Shop in New York City

Introduction:

For this project, we will explore where the best neighborhood in New York City would be to open a Smoothie Shop. Whether they are tourists or locals, people in New York City are always on the move. New York City has a diverse selection of food options: sit down restaurants, fast food places, food carts, ice cream shops, etc. Each food option in New York City varies in terms of quick meal options, healthy options, and the atmosphere of the surrounding area. A Smoothie Shop could provide a quick and healthy option for people looking for a quick meal on the go. From fruity to protein rich to super sweet, a smoothie can come in many different tasty varieties that cater to different wishes of the consumer.

Business Problem:

Selecting the best neighborhood in New York City to open a Smoothie Shop requires many considerations. We want to select an area with an increased amount of traffic to increase the possible number of customers. We also want to be in an area that reflects a want/need for a quick, healthy option. Once we determine which cluster of neighborhoods have the desired atmosphere, the main things to consider are:

1. **Traffic** – We want to select an area with a large number of people, so we want both locals and tourists. This means that we may want to avoid residential areas and look for tourist spots that attract both locals and tourists.
2. **Healthy Restaurants** – We want to find an area that has healthy restaurants. This could lead to there being more competition, but it also indicates that there is a demand for a healthy option. A Smoothie Shop differentiates itself from other healthy restaurants by providing a quick, on the go option.
3. **Alternative Options** – We want to also provide an alternative option to other on the go drinks, snacks, and desserts. This means that we also want to look at neighborhoods with coffee shops, snack bars, or ice cream shops.

Target Audience:

Our target audience are business owners and entrepreneurs who would be interested in opening a Smoothie Shop in New York City. We also want to target potential investors and developers that could aid in starting up a new business in New York City. Another possible audience would be any potential suppliers that would be interested in providing the necessary products for the Smoothie Shop.

Data Description:

In order to select the best Neighborhood to open a Smoothie Shop in New York City, we will use data from the Foursquare API. The Foursquare API location data allows us to access a desired location and surrounding restaurants, facilities, and other points of interest. We will use this data to determine which areas in New York City meet the criteria for being a good place to open a Smoothie Shop. A neighborhood with high traffic, healthy restaurants, and alternative options would be a good candidate for opening a Smoothie Shop.