

SO YOU WANT TO START A BAKERY IN NEW YORK?

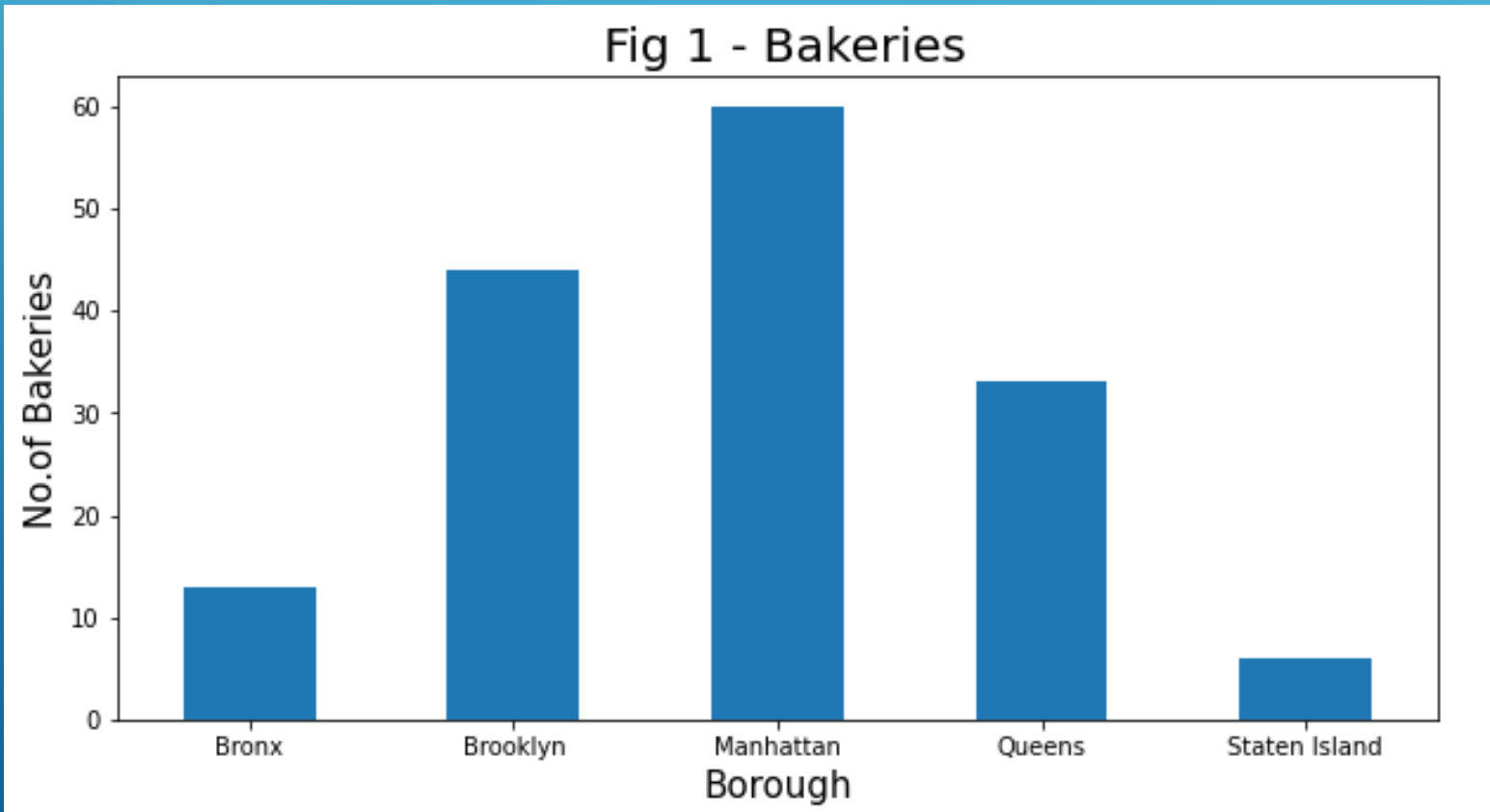
Applied Data Science Capstone Project

DATA ACQUISITION AND CLEANING

- ▶ Data on bakeries in New York obtained from FourSquare
 - ▶ Data included name, likes, rating, tips, location.
- ▶ FourSquare data included 155 bakeries.
- ▶ Geodata obtained from dataset:
 - ▶ https://cocl.us/new_york_dataset
- ▶ Capita data for New York obtained from:
 - ▶ https://en.wikipedia.org/wiki/Boroughs_of_New_York_City

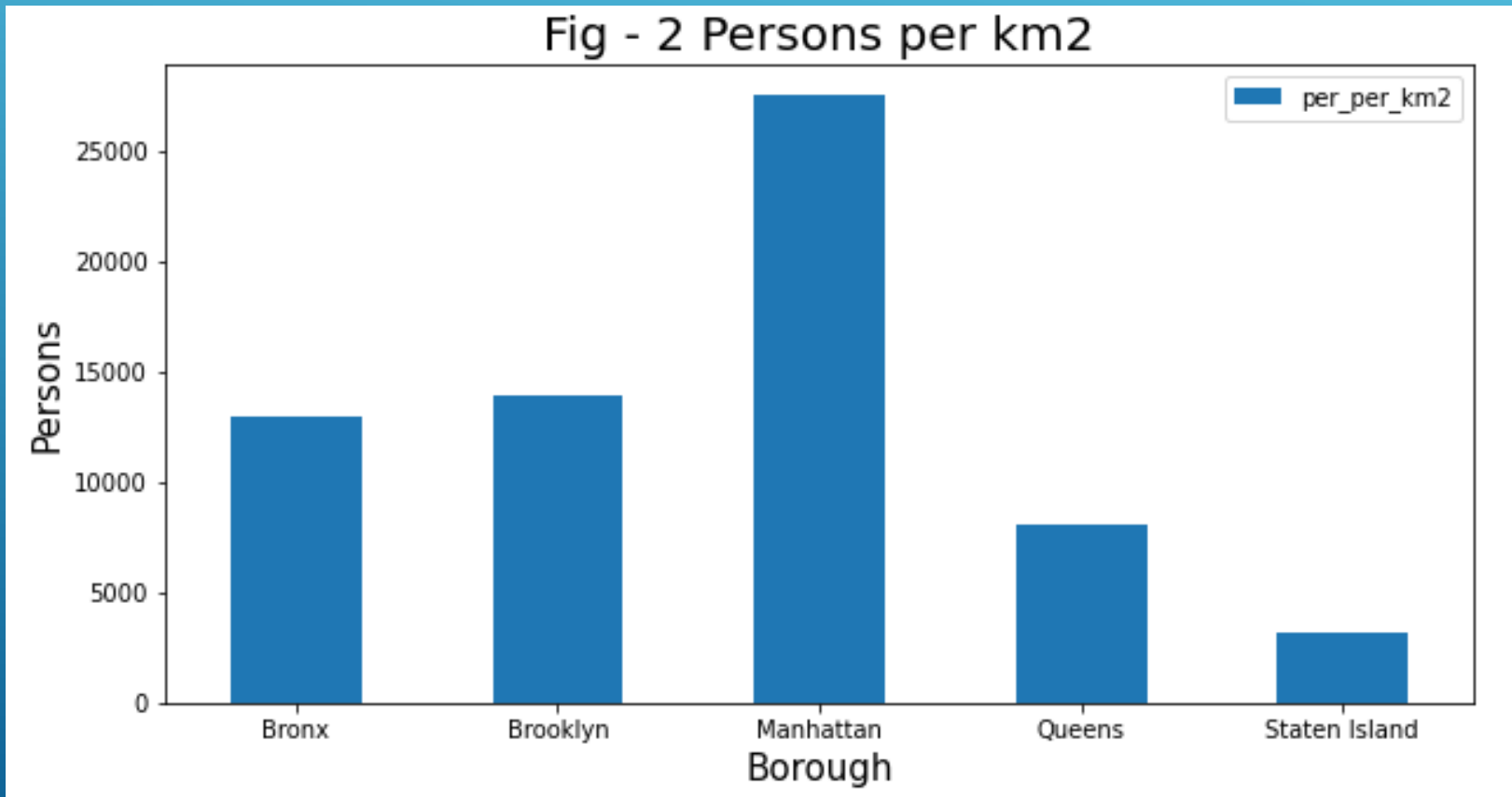
BAKERIES PER BOROUGH

- ▶ Manhattan has most Bakeries and Bronx least



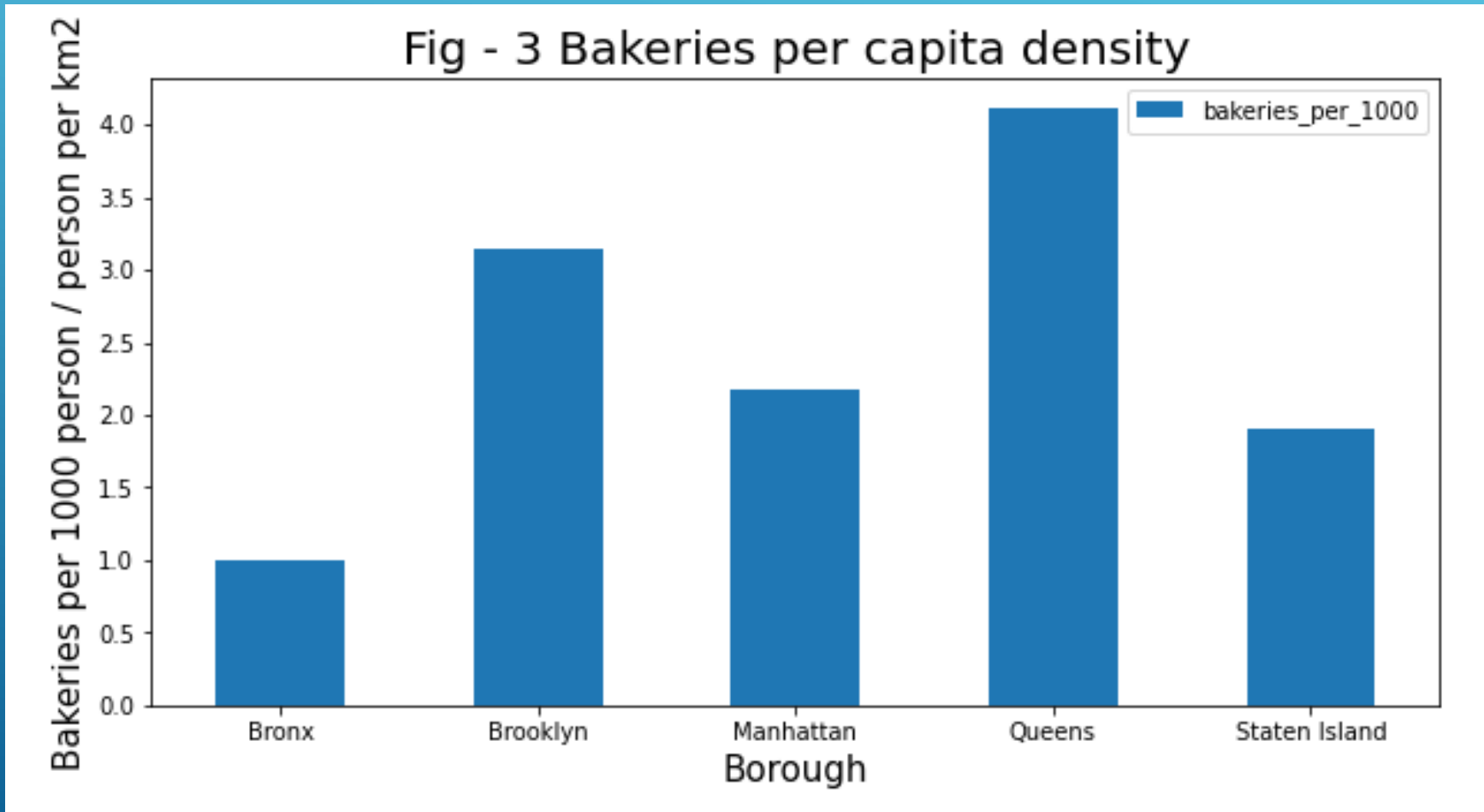
CAPITA DENSITY

- ▶ Manhattan is the most densely populated Borough



UNDERSERVED BOROUGH

- By combining data on bakeries per borough and capita density we can find the Borough with least bakeries per person



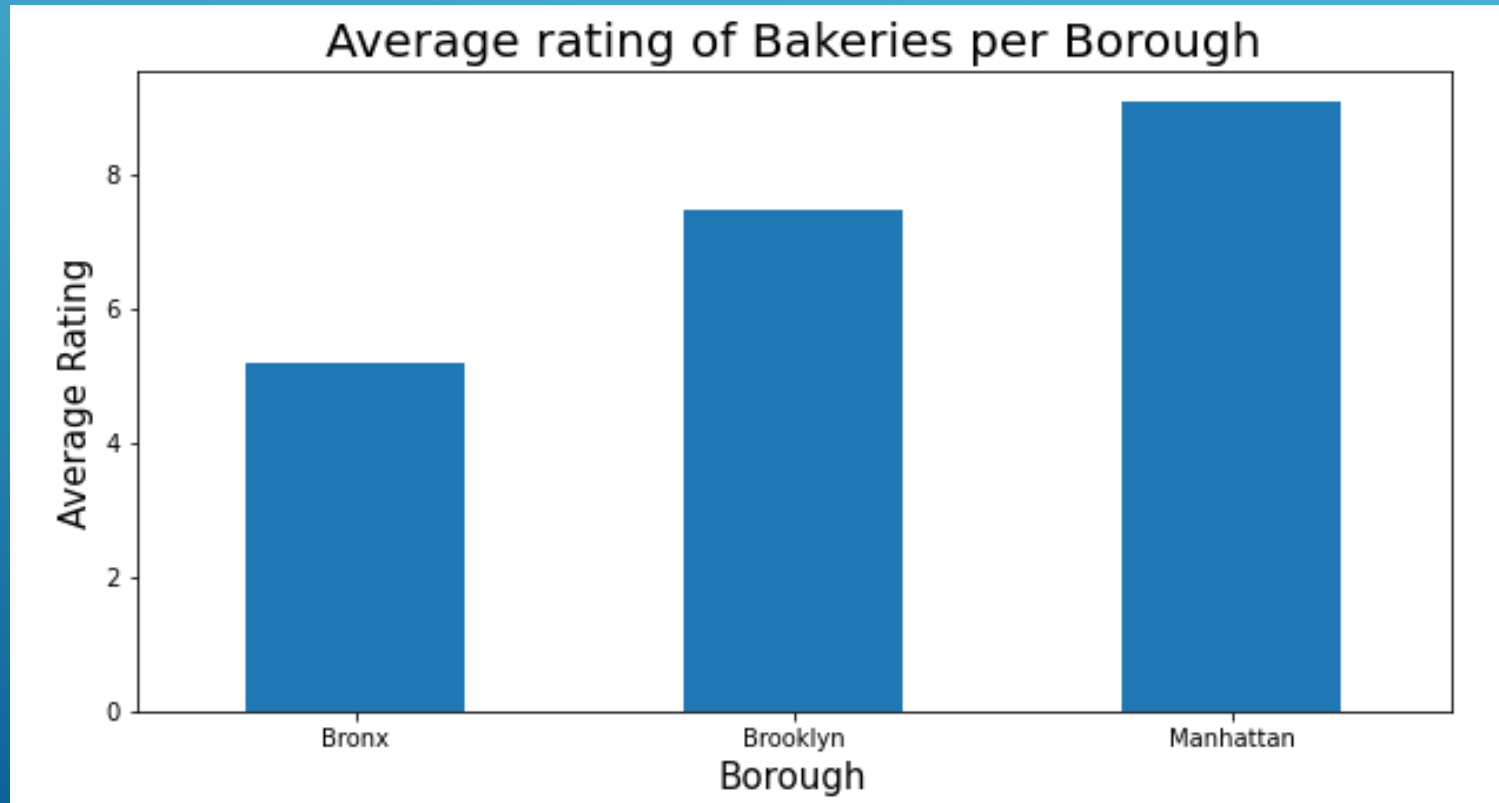
RATINGS, LIKES AND MAX TIPS

- ▶ The Bakery with most likes is “Baked” in Brooklyn
- ▶ The Bakery with most tips is also “Baked” in Brooklyn
- ▶ The highest rated bakery is however located in Bronx and is “Zeppieri & Sons” in Pelham Bay and as should be considered when choosing a location:



AVERAGE RATINGS OF BAKERIES

- ▶ Even the highest rated Bakery is in Bronx, the average rating is quite low which reinforces Bronx as a good location.



CONCLUSION

- I would suggest Bronx as the Borough with highest potential for a new bakery. More specifically in the area around Bronx Zoo and New York Botanical Garden

