

Ganic Juice Expansion



1. Introduction

- GanicJuice (GJ) is a successful juice company specializes in smoothies made with organic fruits
- It is based in L.A., CA.
- GJ is seeking help to identify the best Brooklyn neighborhood to expand to, as its first expansion into the east coast

2. Data

- Major data required:
 - Geospatial data for all New York City's (especially Brooklyn's) neighborhood are needed to identify neighborhoods
 - Geospatial data for all retail sites that are tagged "Japanese", "bubble team", and "gym" in Brooklyn are needed to categorize each of the Brooklyn neighborhoods
- Data will be sourced from Foursquare.com to save on cost

3. Methodology

- Gathered data will be uploaded to a jupyter notebook
- Then, the data will be “cleaned” and analyzed
- K-mean clustering will be used to categorize the Brooklyn neighborhoods

4. Results

- Recommendation: Bath Beach or Homecrest as they best fit the criteria for the ideal neighborhood



5. Discussion

- GJ should consider running similar analyses in current markets for comparison purposes
- Such analyses could also validate the correlation between its clientele and types of establishments in a neighborhood



6. Conclusion

- The deliverables are presented to GJ executive team after collaboration with GJ marketing department and management team
- If necessary, further requests or concerns could be addressed or followed up



Questions?

Appendix: Brooklyn neighborhoods

Out [16]:

