

THE BATTLE OF THE NEIGHBORHOODS

INTRODUCTION

- **Business Problem:** A clothing brand opened a retail store in LA about two years ago. Due to their success, they decide to expand and open another store in either New York, NY or Miami, FL. They need help deciding which city would be best for the future of their brand.
- **Target Audience:** The owners of the company described in the business problem as well as any investor or stockholder who might want to know if a growing company in NY or Miami is worth investing in.

DATA

- **Population:** The more people in a city, the more potential customers the clothing store can expect.
- **Average Income:** The more the residents of the city earn, the more they're going to be willing to spend on non-essential, luxury apparel.
- **Average Costs of Living:** The less people have to spend on rent, food, and transportation, the more they are going to be able to spend on clothes.

DATA

- **Existing Businesses:** The more businesses, the more flow of customers, but also the more competition there could be.
- **Retail Sales:** More retail sales means people spend more money on non-essentials.
- **Most Popular Venues:** We can see if the more popular venues are clothing stores or not. Also, the price range of the most popular venues tells us the financial class of people in the area.

METHODOLOGY

- For both Miami and New York City, I first import all necessary data and then closely compare. I compare prices of common items, average living costs (apartment rents for example), and average salary per month. I also find that looking at population growth rate is a good way to indicate if the city is growing and developing further.
- I use Foursquare to look into popular venues in each city and make a map of clothing stores in New York City and Miami.

RESULTS

- The most important thing found with this analysis is that although New York City has a much higher population, Miami is growing at a much faster rate, which means there's more potential for growth.
- We can also see that Miami is less expensive than New York City, so putting up a store in Miami rather than in New York City would pose less of a financial risk to the investors.
- Finally, we see that people do earn around 1.7 times more salary in New York City, but they spend around three times more on living costs than in Miami, so ultimately, Miami residents are more likely to spend more money on clothing.

DISCUSSION AND CONCLUSION

- Based on the observations noted in the results section, I would recommend to the owners of this clothing brand and any investor to put up their business in Miami rather than in New York City.

SOURCES

- Sources for the data are listed at the end of my report as well as throughout my code.