

Recommendations for Moving

AN EVALUATION OF BROOKLYN AND
MANHATTAN NEIGHBORHOODS

The Question...

Given that Manhattan is generally more expensive to live in than Brooklyn, are their neighborhoods in Manhattan with similar characteristics to neighborhoods in Brooklyn that are equally affordable?



The Goal...

- To find a neighborhood closer to the Financial District in Manhattan (office location),
- That is similar in character and rental price level to the Clinton Hill neighborhood in Brooklyn (current apartment location).

The Data...

Three sources/types of data:

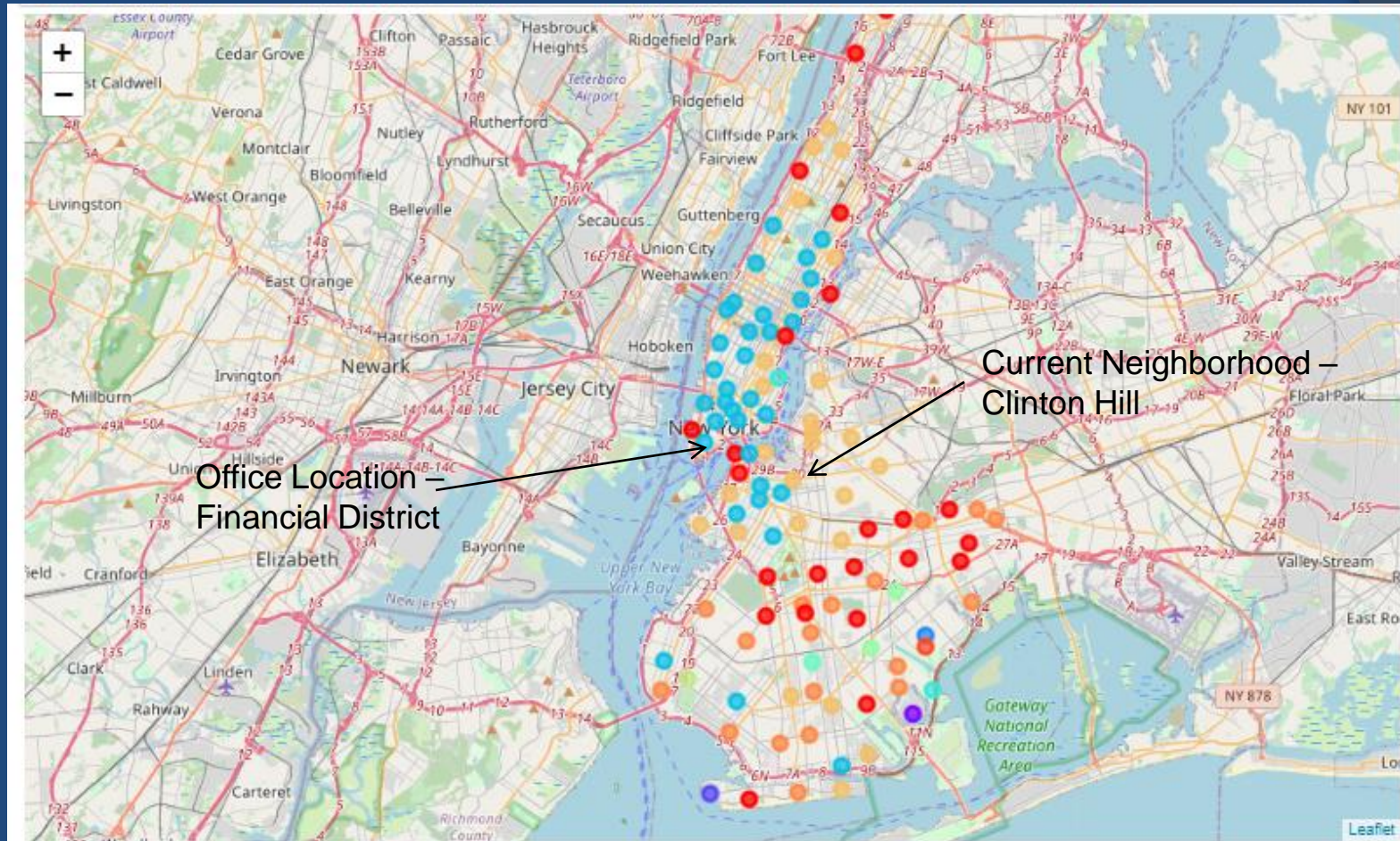
- ❑ the longitude and latitude of each NYC neighborhood from New York University's Data Services Spatial Data Repository,
- ❑ common venue information from the Foursquare API,
- ❑ average rental price for each neighborhood was collected from One Block Over™ by StreetEasy.

The Analysis...

Segmentation based on clustering of neighborhoods with similar most common categories of venues

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Bath Beach	Pharmacy	Chinese Restaurant	Fast Food Restaurant	Italian Restaurant	Pizza Place	Bubble Tea Shop	Cantonese Restaurant	Gas Station	Rental Car Location	Coffee Shop
1	Battery Park City	Park	Coffee Shop	Hotel	Gym	Memorial Site	Beer Garden	Shopping Mall	Gourmet Shop	Food Court	Plaza
2	Bay Ridge	Spa	Italian Restaurant	Chinese Restaurant	Pizza Place	Bar	Bagel Shop	American Restaurant	Greek Restaurant	Playground	Grocery Store
3	Bedford Stuyvesant	Bar	Coffee Shop	Pizza Place	Café	Bagel Shop	Boutique	Gift Shop	Gourmet Shop	BBQ Joint	Thrift / Vintage Store
4	Bensonhurst	Pizza Place	Dessert Shop	Sushi Restaurant	Italian Restaurant	Donut Shop	Bakery	Ice Cream Shop	Park	Pet Store	Russian Restaurant

Location, Location, Location...



Clinton Hill is in Cluster 9 , the Financial District in Cluster 4.

Four neighborhoods meet the criteria:

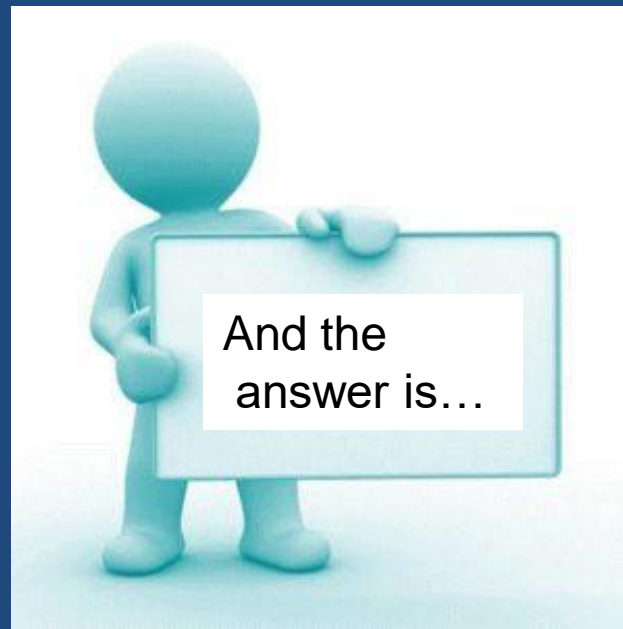
- ⦿ in Cluster 9
- ⦿ physically closer to the Financial District

These are:

- ⦿ East Village (Manhattan)
- ⦿ Gramercy (Manhattan)
- ⦿ Cobble Hill (Brooklyn)
- ⦿ Vinegar Hill (Brooklyn)

What About Price...

Neighborhood	Latitude	Longitude	Cluster	Average Rental	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue
East Village	40.727847	-73.982226	9	\$3150	Bar	Mexican Restaurant	Cocktail Bar	Coffee Shop	Pizza Place	Ice Cream Shop	Ramen Restaurant
Gramercy	40.737210	-73.981376	9	\$3900	Bagel Shop	Bar	Coffee Shop	Pizza Place	Grocery Store	Mexican Restaurant	Playground
Cobble Hill	40.687920	-73.998561	9	\$3500	Coffee Shop	Playground	Pizza Place	Bar	Yoga Studio	Italian Restaurant	Ice Cream Shop
Vinegar Hill	40.703322	-73.981116	9	\$3900	Food Truck	Coffee Shop	Art Gallery	Café	Wine Shop	Ice Cream Shop	Factory
Clinton Hill	40.693229	-73.967843	9	\$2995	Italian Restaurant	Pizza Place	Mexican Restaurant	Wine Shop	Thai Restaurant	Restaurant	Japanese Restaurant



Recommendation...

- Among the neighborhoods that are similar to Clinton Hill in Brooklyn, but are closer to the Financial District in Manhattan, the East Village is most similarly priced.