

Capstone Project – The Battle of Neighborhoods (Week 1)

Introduction to the Problem

New York City is, demographically speaking one of the largest cities in the world and the largest in the United States of America. Home to over 18.4 million people.

Over the last decade the city has experienced exponential economic growth to an estimated \$1.751 trillion GDP. Over 8% of the country's total GDP, despite the country only accounting for 0.008% of the country's square miles. Manhattan, the City's economic hub accounting for a tiny 0.001%.

This extreme competition for space has saw the cities expansion and "gentrification" of other boroughs within the City. For the sake of this study we will be looking at Brooklyn. Which is the cities 2nd largest and most affected by the aforementioned expansions due to its close proximity to Manhattan and its convenient transport links, in particular with JFK airport.

We will use this project to try and assist in common issues that people have when moving to / visiting lesser known or up and coming Boroughs of popular cities;

1. Finding the best attractions available in the area.
2. Identifying great places to start a business.
3. Identifying attraction saturation in individual areas.
4. Identifying potential gaps in the market for potential businesses within each area.

The target stakeholders for this study would be entrepreneurial businesspersons as well as visitors of the city.