

**BATTLE OF THE NEIGHBORHOODS**

**IBM COURSERA CAPSTONE PROJECT**

**HARLEM, NEW YORK COFFEESHOPS & DINERS**

**BY: MARY GODWIN**





# INTRODUCTION:

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Harlem is a vibrant neighborhood in New York City that spans from 110th Street to 155th Street, comprised of historic neighborhoods like Morningside Heights and Sugar Hill, known for its trendy bars, restaurants and clubs.

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# BUSINESS QUESTION:

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If a restaurateur/entrepreneur is interested in opening a diner or coffeeshop in Harlem, in what section (i.e.. East, West or Central Harlem) would they open it?



# BUSINESS PROBLEM:

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Selecting a location accessible to public transportation, having enough interested customers nearby and turning a profit

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# TARGET AUDIENCE:

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Entrepreneurs interested in opening a new diner or coffeeshop in Harlem.

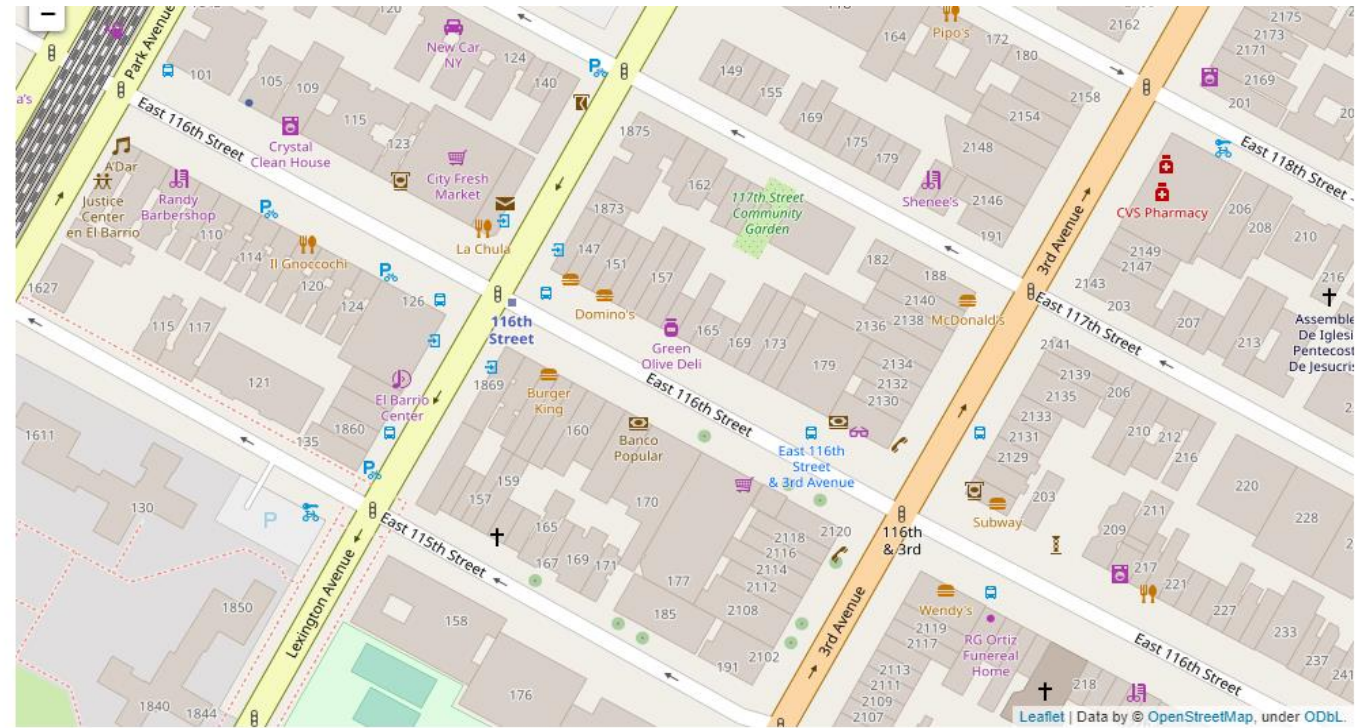


# DATA

- Geolocation data on Harlem coffeeshops and diners to determine best location

	uid	name	shortname	address	postalcode	lat	lng
0	537f7140498e15919e85ff84	Manhattanville Coffee	Coffee Shop	283 Pleasant Ave	10030	40.821496	-73.944595
1	541c683e498ef421d4e16eb3	The Edge Harlem	American	283 Pleasant Ave	10030	40.819692	-73.946073
2	52e3eef9498e1affb602399b	Double Dutch Espresso	Coffee Shop	283 Pleasant Ave	10026	40.805893	-73.954222
3	4af2e1aaf964a520f2e821e3	The Love Cafe	Café	283 Pleasant Ave	10029	40.794550	-73.933798
4	4eb0d7bc4fc6015c82ea1c3e	Lenox Coffee	Coffee Shop	283 Pleasant Ave	10027	40.810161	-73.943247

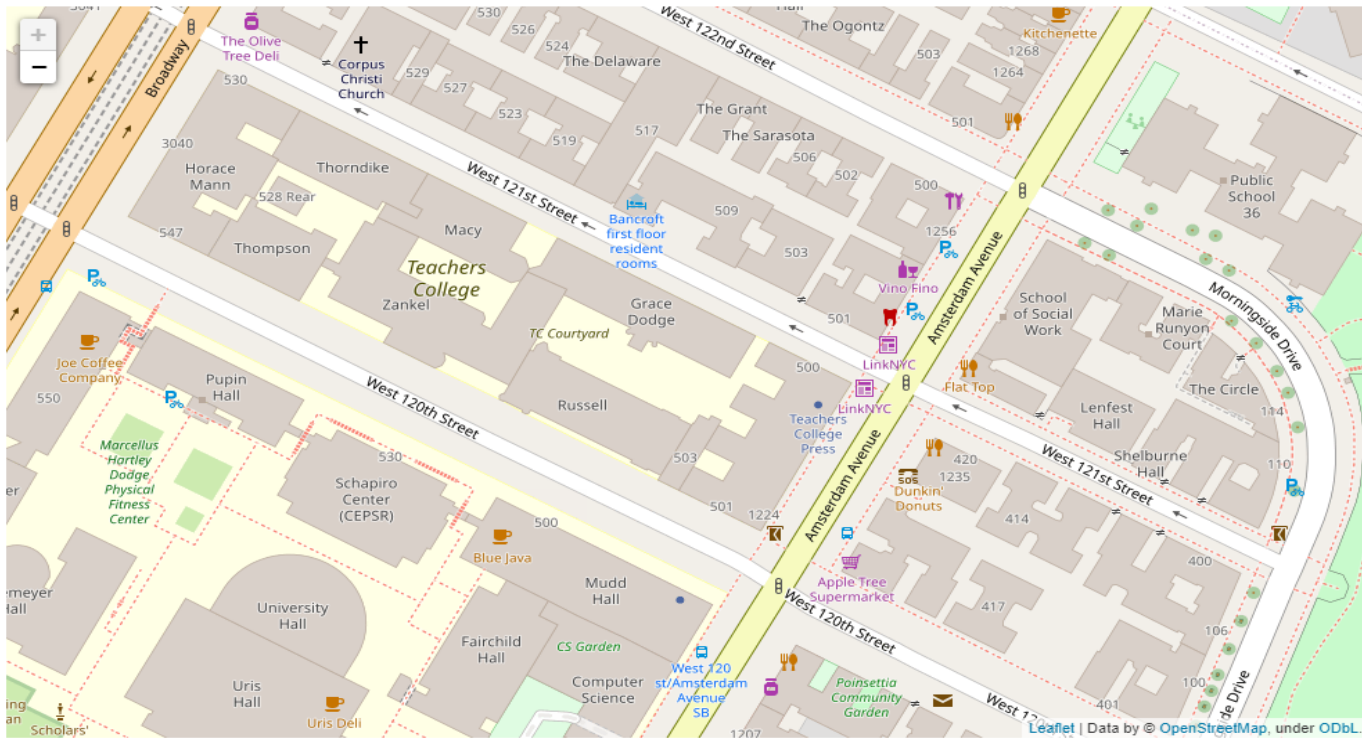




## EAST HARLEM, NEW YORK

SHOWS LARGE CONCENTRATION OF RESTAURANTS (IL GNOCCHI, LA CHULA), FAST-FOOD EATERIES (BURGER KING, MCDONALD'S, DOMINOS) AND DELIS/MARKETS (GREEN OLIVE DELI, CITY FRESH MARKET)





## **MORNINGSIDE HEIGHTS (WEST HARLEM, NY)**

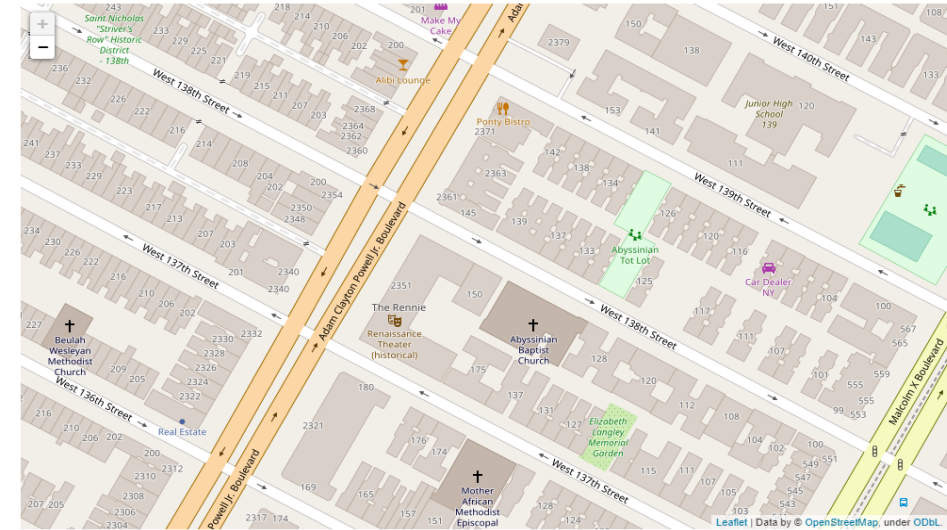
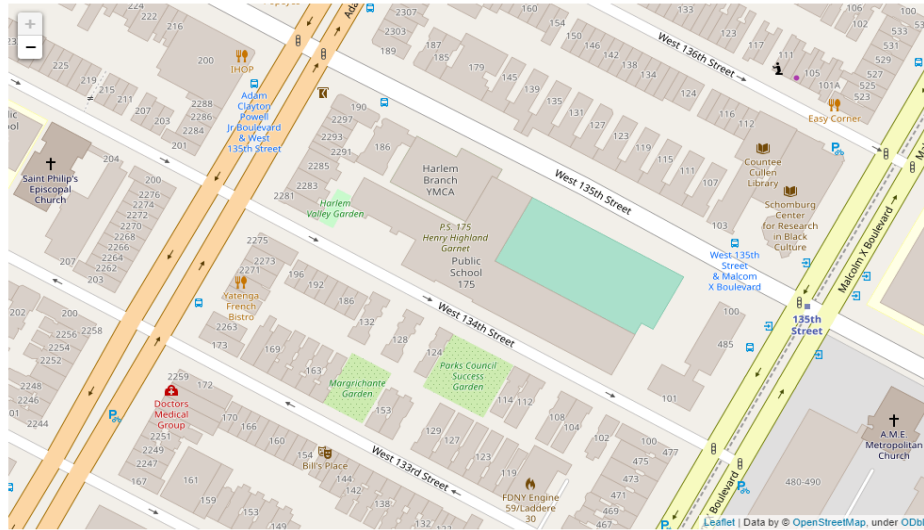
**AREA IS HOME TO COLUMBIA UNIVERSITY MAIN CAMPUS**

**ACCESSIBLE TO SUBWAY STATIONS, MTA BUS ROUTES & ROADWAYS**

**HIGH CONCENTRATION OF COFFEESHOPS (BLUE JAVA, URIS DELI, JOE COFFEE COMPANY), RESTAURANTS/DINERS (FLAT TOP, KITCHENETTE) AND DELIS/SUPERMARKETS (OLIVE TREE DELI, APPLE TREE SUPERMARKET)**







## CENTRAL HARLEM, NY

PICTURE ABOVE: AREA HAS LARGE AMOUNT OF APARTMENT BUILDINGS & HOMES, COMMUNITY ORGANIZATIONS (COUNTEE CULLEN LIBRARY, SCHOMBURG CENTER, FDNY), SCHOOLS/CHURCHES (PS. 175, ST. PHILLIP'S, A.M.E. METROPOLITAN)  
FEW RESTAURANTS (YATENGA FRENCH BISTRO, EASY CORNER, IHOP)  
ACCESSIBLE TO SUBWAYS, BUS ROUTES & ROADWAYS

## CENTRAL HARLEM, NY (CONT'D)

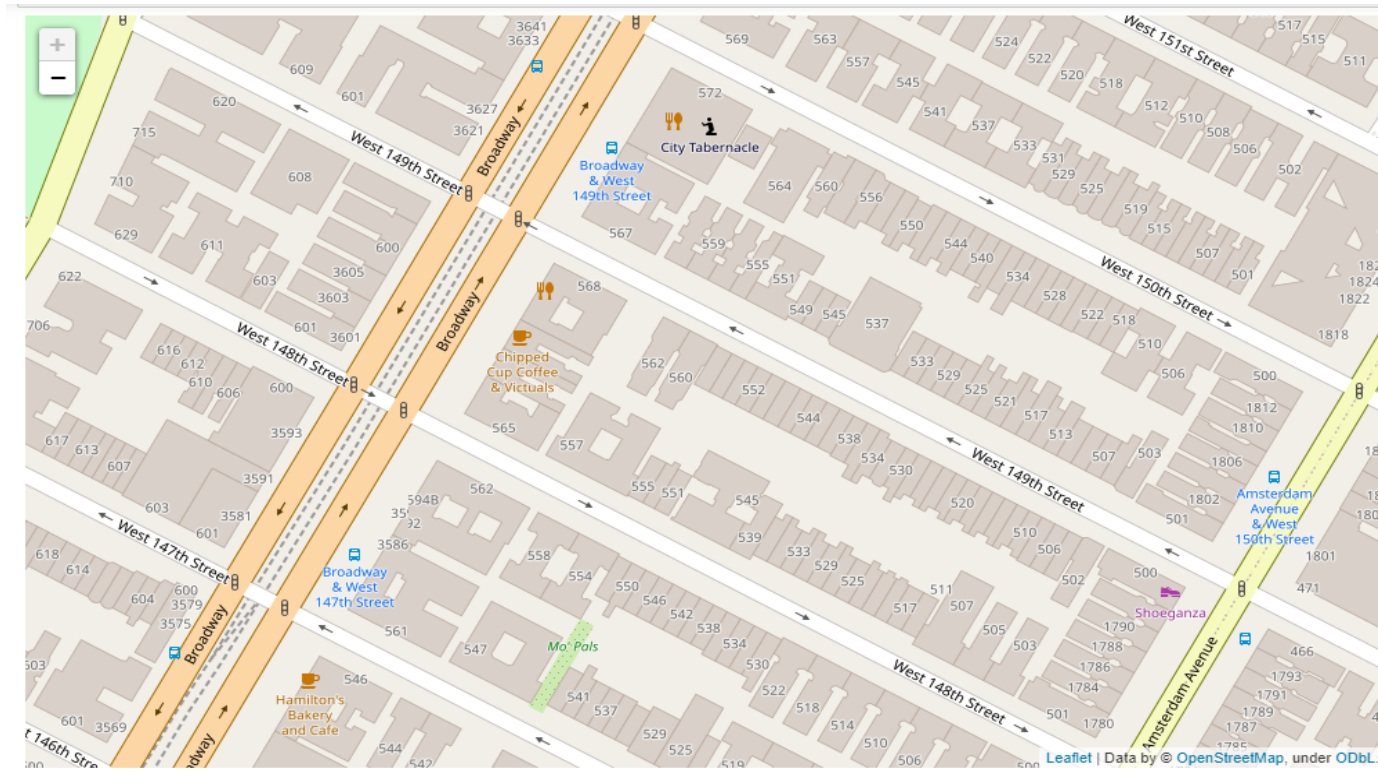
PICTURE ABOVE: LARGE CONCENTRATION OF RESIDENCES, BUSINESSES, CHURCHES (ABYSSINIAN BAPTIST CHURCH, MOTHER AFRICAN METHODIST, BEULAH WESLEYAN METHODIST)  
FEW RESTAURANTS/EATERIES (PONTY BISTRO, ALIBI LOUNGE, MAKE MY CAKE)  
ACCESSIBLE TO PUBLIC TRANSIT & ROADWAYS

# SUGAR HILL (NORTHERN HARLEM, NY)

**LARGE AMOUNT OF APARTMENTS & RESIDENCES,  
DELIS, MARKETS AND STORES**

**FEW COFFEESHOPS & DINERS (CHIPPED CUP  
COFFEE, HAMILTON'S BAKERY & CAFÉ)**

**NEARBY BUS ROUTES AND SUBWAY STATIONS**





# RESULT/CONCLUSION

Through using unsupervised machine learning (creation of data table and mapping data extracted from Foursquare), Central Harlem would be the best place to open a new coffeeshop or diner.

## **Main Reasons**

- Less competition due to lack of existing coffeeshops/diners
- Potential customer base from residents living in nearby apartments and houses, employees working in the area and churchgoers interested in Sunday brunch
- Accessible to mass transit and roadways for commuters who drive