



# The Battle of the Neighborhoods

Analysis of a recommendation for the opening of a new Mexican restaurant in New York

# Business Problem

## Description

A client is looking to open a new Mexican restaurant in New York. She is looking for our advise and recommendation on the location of her new restaurant.

Our client is looking to rent a place in a well located neighborhood and in a street with good affluence of people, but taking into consideration an affordable rent price, competition .

Our goal as consulting company is to provide our client a few options to choose the location for his new restaurant based on our research and taking into consideration the conditions of our client.



# Data Sources

New York Average Retail Rent from [NYC Comptroller](#)

Pedestrian Count in [NYC during May 2017](#)

Foursquare API





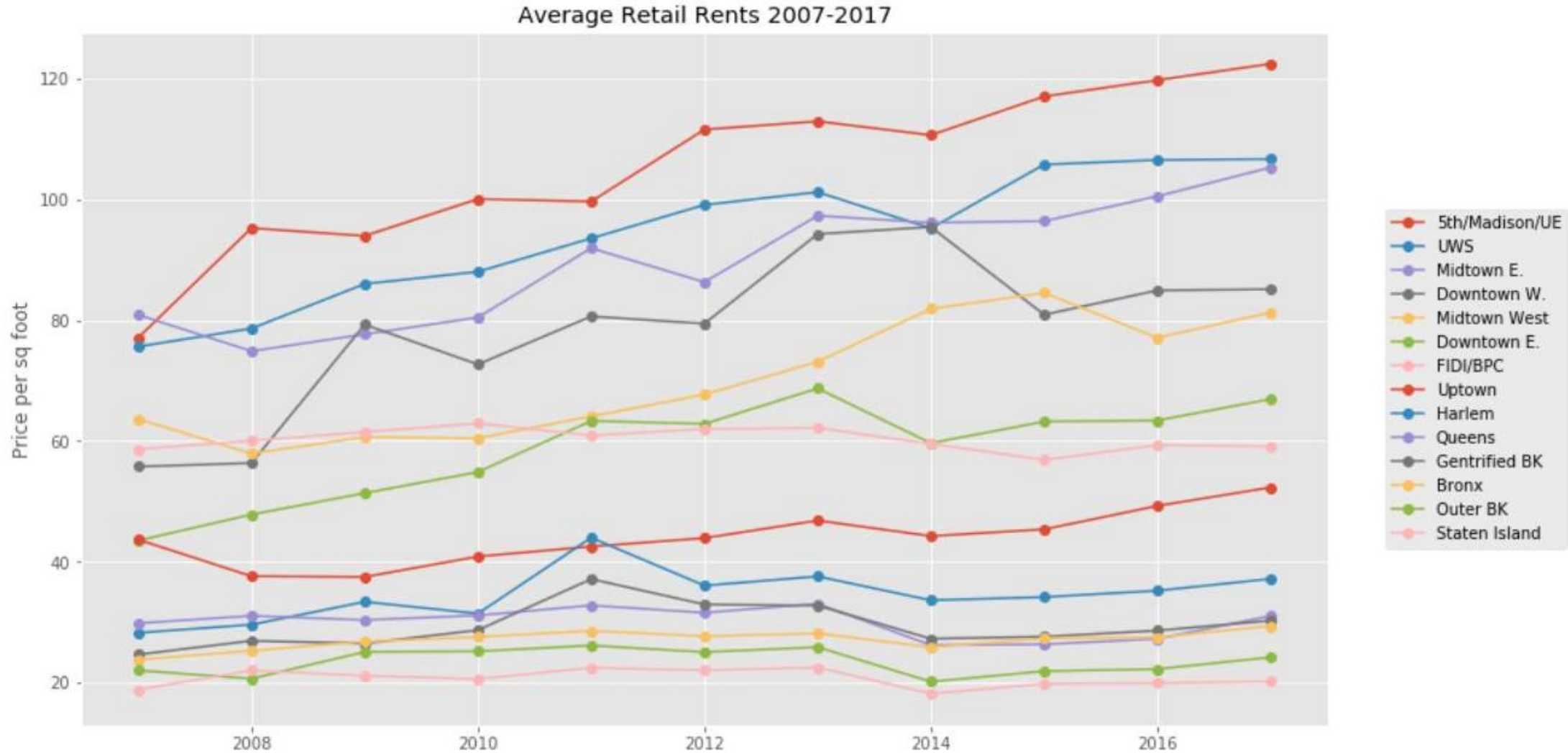
# Methodology and Data Analysis

## Steps

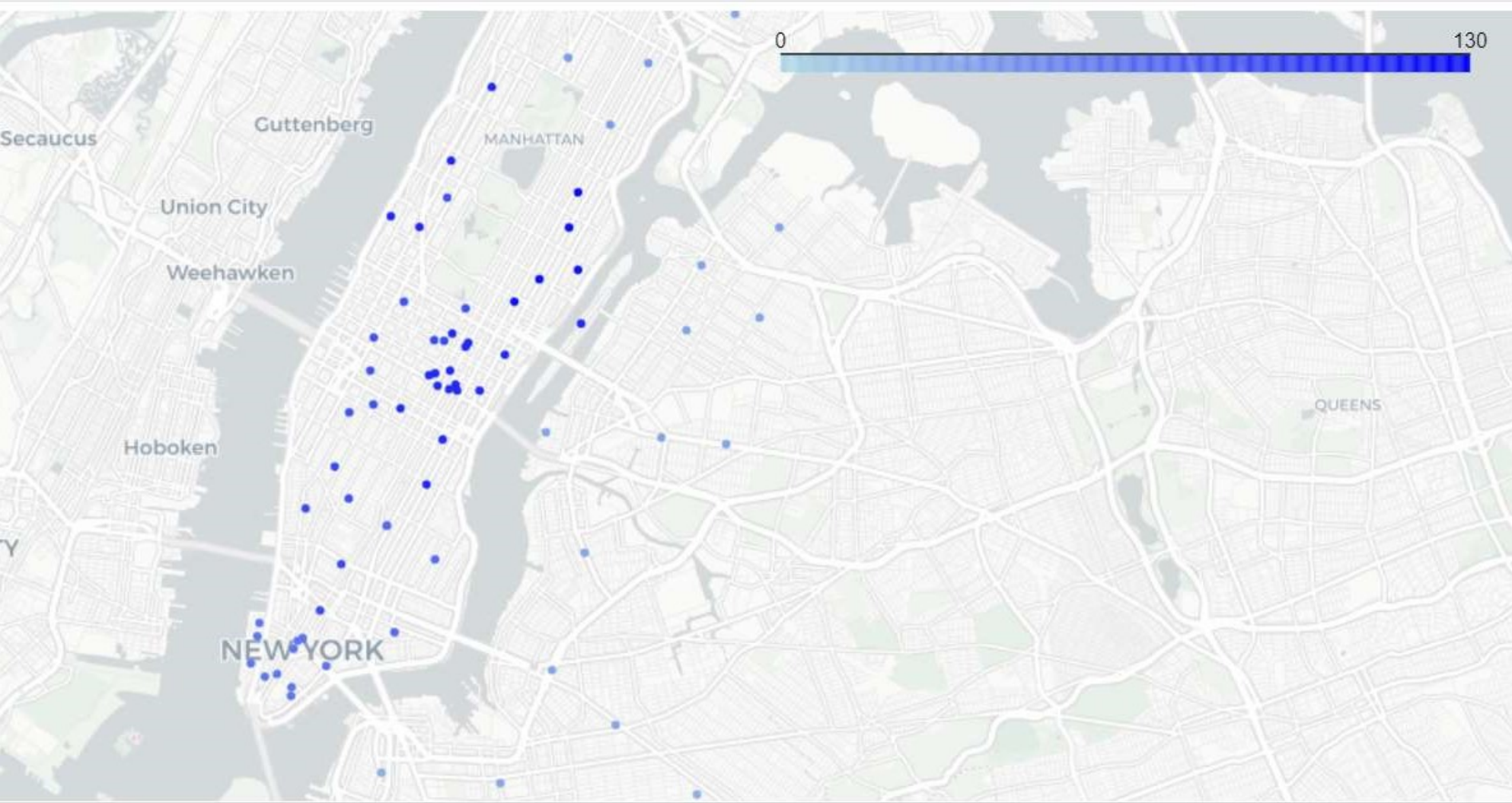
- . Analysis average retail rent per neighborhood
- . Analysis of Pedestrian Count
- . Analysis Competition
- . Results and conclusions



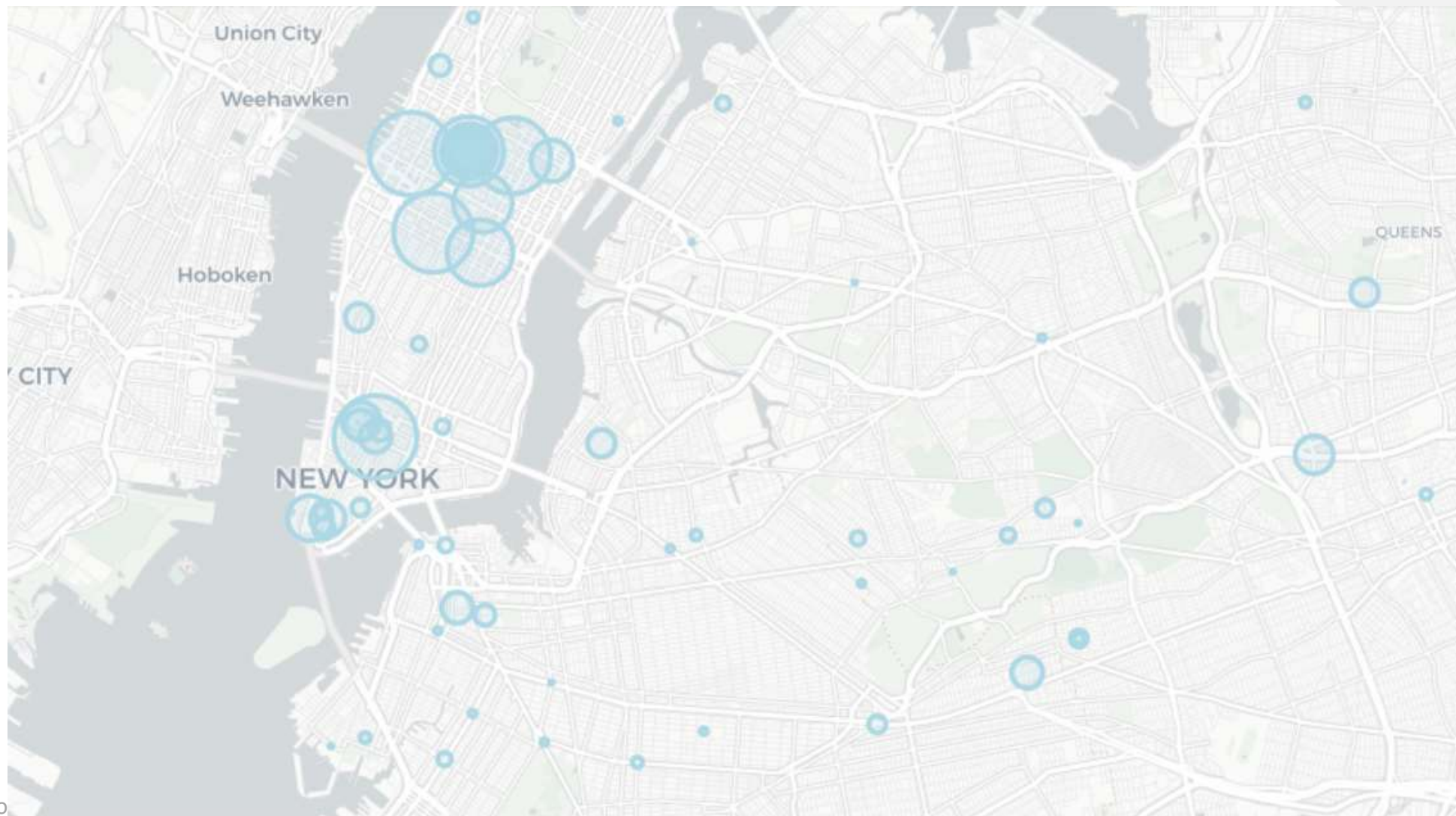
# L. Analysis average retail rent per neighborhood



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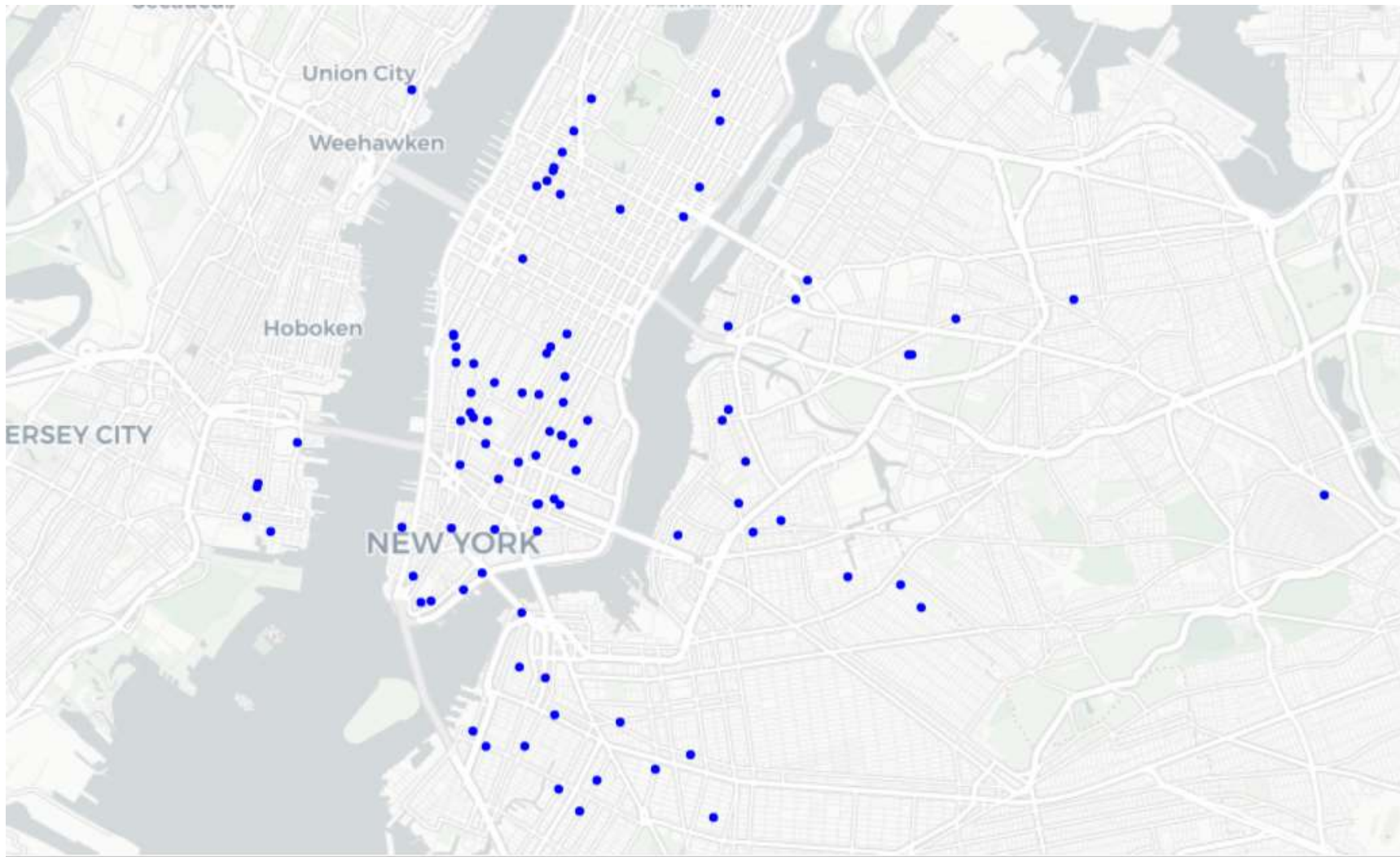


## 2. Analysis of Pedestrian Count





# 3. Analysis Competition







## 4. Results and conclusions

After a careful observation of the results, the following conclusions can be drawn

The Average retail rent is clearly cheaper outside Manhattan, therefore, we would advise to look into neighborhoods outside the island of Manhattan

Although the main concentration of pedestrian count can be found in Manhattan and close surroundings, it is possible to identify 'bubbles' of interesting side in Brooklyn and Bronx

Regarding competition, we could observe a strong saturation of Mexican restaurants within the island of Manhattan. However, we need to take into consideration that we were limited to 100 venue calls in Foursquare. Nevertheless, we still might see a potential area within Brooklyn, close to Brooklyn bridge, where the saturation of Mexican restaurants is not so drastic.



**Thank You.**