

CAPSTONE PROJECT: DELIVERY SERVICES

NEW YORK, NY AND SAN FRANCISCO, CA

NANCY CURRIE AND E-BIKE TEAM

NEW REVENUE OF OPPORTUNITIES

TODAY, we are visiting San Francisco and New York to open new E-Bike delivery services to determine where to service our customer in the restaurants food industry as well as providing delivery food to individuals.

Business strategy is focusing on starting service in one city with **PHASE ONE** then opening in the second metroplex in **PHASE TWO**.

This report looks at the customer attributes and geospatial relationships using Data analytics within Python.



STUDY OF FOCUS

Which city to start in?

What restaurant food services should E-bike begin to focus on to help the customers?

How do the neighborhoods differ in venues and how does this impact the business?

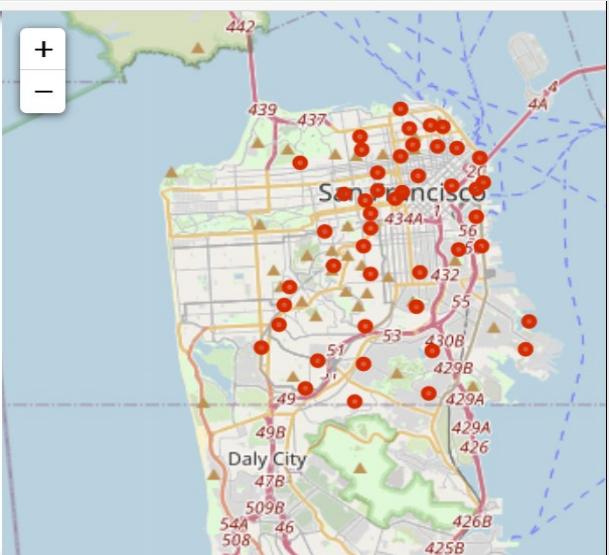
Where to setup central offices to maximize services and coordinate exchanges of good for our customers.



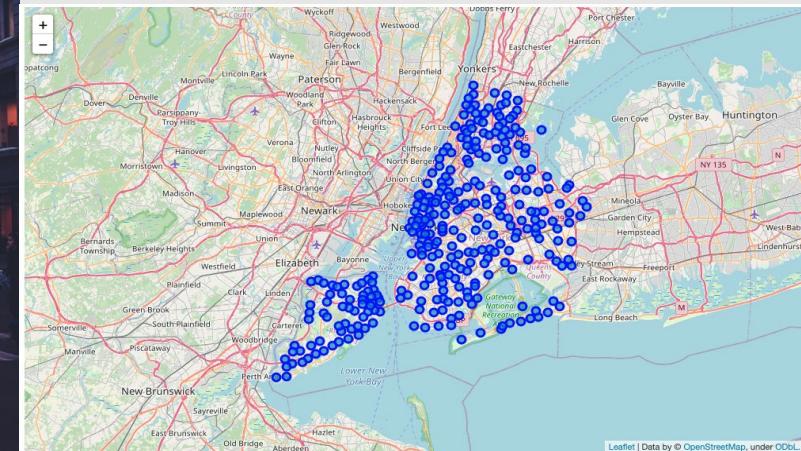
AREA OF STUDY, NEIGHBORHOODS



SAN FRANCISCO



NEW YORK



FOURSQUARE DEVELOPERS API

Foursquare points of interest data is available to general public is free with minimal daily calls. Study focused on 200m radius and limited restaurant venues to 100 per radius geographical points

Restaurants venues are cross referenced with neighborhoods both in NY and SF.

San Francisco

	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Buena Vista	37.806532	-122.420648	Grandeho's Kamekyo II (Sushi)	37.806172	-122.420461	Sushi Restaurant
1	Chinatown	37.794301	-122.406376	Mister Jiu's	37.793790	-122.406615	Chinese Restaurant
2	Chinatown	37.794301	-122.406376	Eastern Bakery	37.793776	-122.406178	Bakery
3	Chinatown	37.794301	-122.406376	Golden Star Vietnamese Restaurant	37.794526	-122.405603	Vietnamese Restaurant
4	Chinatown	37.794301	-122.406376	Spicy King	37.794045	-122.406968	Chinese Restaurant
5	Chinatown	37.794301	-122.406376	Chef Hung's Restaurant	37.794199	-122.406692	Chinese Restaurant
6	Chinatown	37.794301	-122.406376	Capital Restaurant	37.794145	-122.407121	Chinese Restaurant
7	Chinatown	37.794301	-122.406376	Bow Hon Restaurant	37.795026	-122.406445	Chinese Restaurant
8	Civic Center	37.779026	-122.419906	City Hall Cafe	37.778828	-122.419780	Café
9	Cole Valley	37.765813	-122.449962	Beit Rima Carl Street	37.765841	-122.449755	Middle Eastern Restaurant

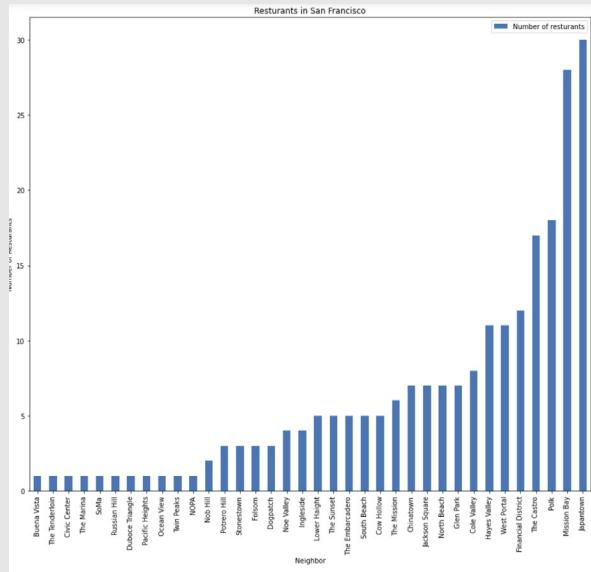
New York

	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Kingsbridge	40.881687	-73.902818	Mr. Bagel	40.880833	-73.902452	Bagel Shop
1	Woodlawn	40.898273	-73.867315	Katonah Pizza and Pasta	40.898784	-73.867457	Pizza Place
2	Woodlawn	40.898273	-73.867315	Curry Spot	40.897625	-73.867147	Indian Restaurant
3	Woodlawn	40.898273	-73.867315	Sean's Quality Deli	40.897669	-73.867445	Deli / Bodega
4	Woodlawn	40.898273	-73.867315	Greenland Deli	40.898933	-73.867546	Deli / Bodega
5	Norwood	40.877224	-73.879391	Mar y Tierra Restaurant and Lounge	40.876705	-73.879532	Mexican Restaurant
6	City Island	40.847247	-73.786488	City Island Diner	40.847238	-73.786245	Diner
7	City Island	40.847247	-73.786488	Bistro SK	40.846387	-73.786262	French Restaurant
8	City Island	40.847247	-73.786488	Filomena's Pizza & Pasta	40.846746	-73.786189	Pizza Place
9	City Island	40.847247	-73.786488	Papa John's Deli	40.847668	-73.786681	Deli / Bodega
10	Fordham	40.860997	-73.896427	Subway	40.860731	-73.897528	Restaurant

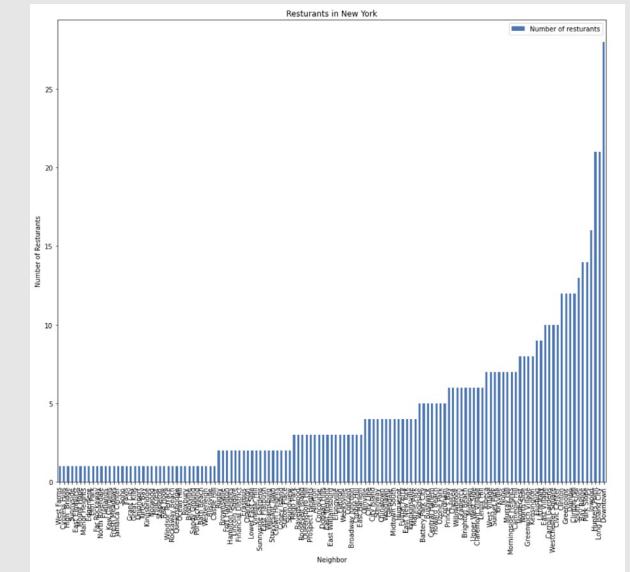
TOTAL NUMBER OF RESTAURANTS IN NEIGHBORHOODS (SF- 227 & NY – 587)



SAN FRANCISCO, 227



NEW YORK, 587



SAN FRANCISCO

BEST LOCATION FOR CENTRAL OFFICE

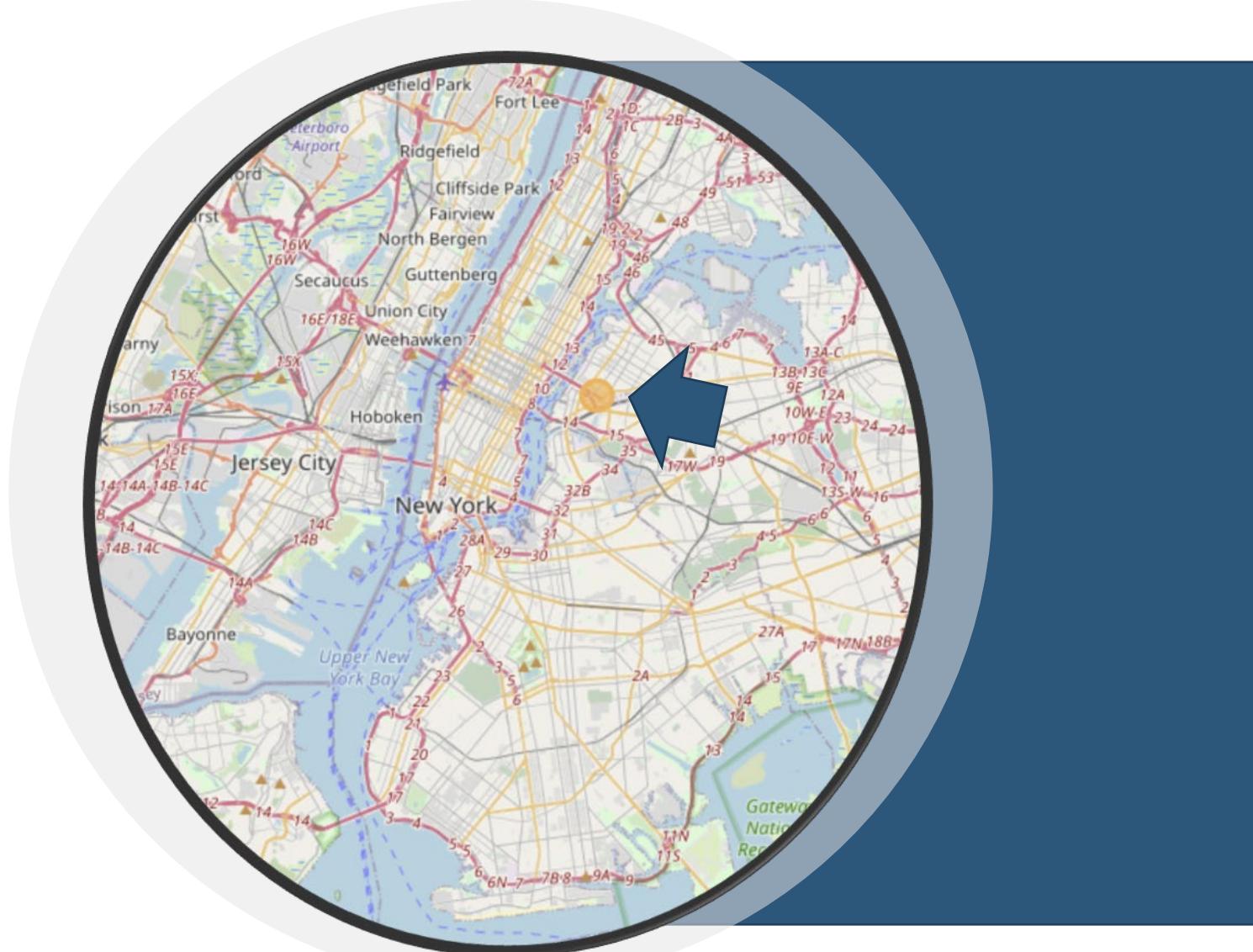
- Based upon frequency of Restaurants and cuisine the THE MISSION neighborhood is our first pick for San Francisco



New York

BEST LOCATION FOR CENTRAL OFFICE

- Based upon frequency of Restaurants and cuisine the **LONG ISLAND CITY** neighborhood is our first pick for NEW YORK

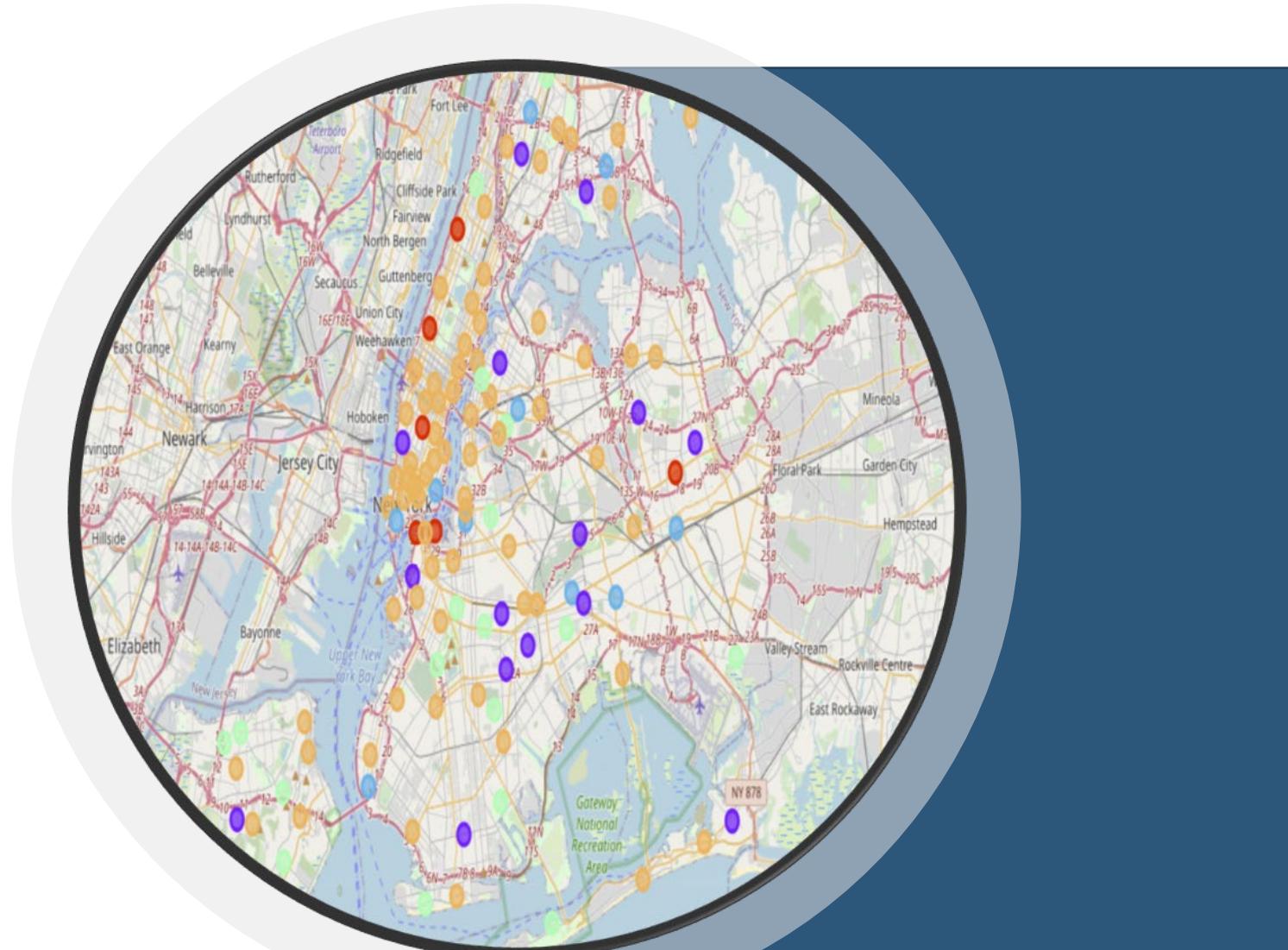


NEW YORK

NEIGHBORHOOD'S MOST COMMON RESTAURANTS

- 1. Mixed Cuisine
- 2. Deli Food
- 3. Pizza
- 4. Chinese
- 5. Food Trucks

Most neighborhoods have mixed cuisines, but deli restaurants are the most frequent venue.

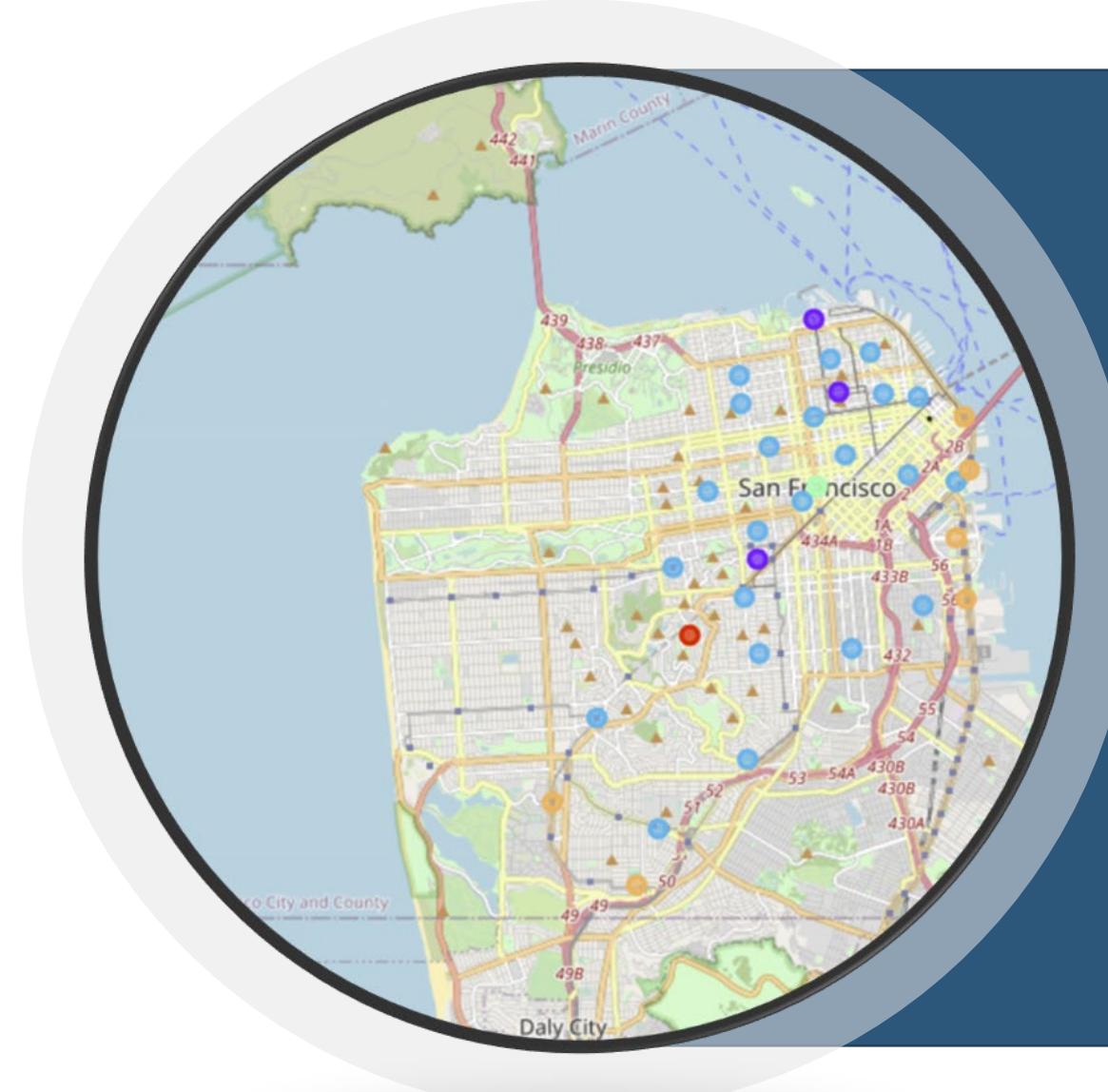


SAN FRANCISCO

NEIGHBORHOOD'S MOST COMMON RESTAURANTS

- 1. Asia
- 2. Food Truck
- 3. Sushi
- 4. Cafe
- 5. Caribbean

Most neighborhoods have Asia cuisines.



COMPARISON WHERE TO START PHASE 1

SAN FRANCISCO

- San Francisco has **227 venues**.
- What restaurant food services should E-bike begin to focus on to help the customers?
 - **Asia cuisine**
- How do the neighborhoods differ in venues and how does this impact the business?
 - **Ranked as Asian, Food Truck, Sushi, Café Caribbean**
- Where to setup central offices to maximize services and coordinate exchanges of good for our customers.
 - **The Mission Neighborhood**



- The Biggest market is New York, **587 venues**.
- What restaurant food services should E-bike begin to focus on to help the customers?
 - **Deli Foods**
- How do the neighborhoods differ in venues and how does this impact the business?
 - **Ranked as Mixed, Deli, Pizza, Chinese, Food Trucks**
- Where to setup central offices to maximize services and coordinate exchanges of good for our customers.
 - **Long Island City Neighborhood**



NEW YORK CITY

RECOMMENDATION

The biggest market for new revenues would be New York focused on mainly Deli restaurants help them with a E-bike delivery service. So New York would be the first choice to start Phase 1

For best location for a central office to maximize delivery service would be in Long Island City.

We believe once revenue is established, E-bike can quickly pivot to San Francisco knowing restaurant venue attributes. E-Bike would focus on Asia cuisines with a central office in The Mission neighborhood area.



TEAM



ALEXANDER MISSION

CFO, Financial leader focused on cash flows and supporting new investors.



NANCY CURRIE

CEO, Leader of E-Bike business strategy and Data Scientist with a focus on customer service and sales.



MIRJAM NILSSON

COO, Technology leader and software engineer supporting website, database and company IT



ANGELICA ASTROM

Operation Engineer leader, Supporting E-bike operations and logistics



THANK YOU



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