

The Battle of Neighborhoods

Coursera Final Project

Chinese Mall Locating

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Agenda

Choosing the best Borough of New York City for the location of the Chinese Mall.

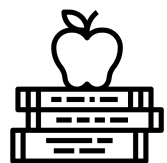
This seems like a simple task, because Chinese goods have a significant price advantage. However, I assume that cheap Chinese goods will use the highest demand precisely in places with a greater concentration of people from China and India, since they are more accustomed to such goods. In addition, for my analysis, I make the assumption that it is quite profitable to locate such stores near other shopping centers, where people accumulate specifically for shopping and leisure.

Objectives

- Get data on 5 boroughs of New York
- Analyze data on the presence of Movie Theatres, Chinese restaurants, Indian restaurants and Shopping Malls in each of the borough
- Compare features of neighborhoods from different to gather enough insight to determine which neighborhood choose the better location for a new Chinese mall

 To do this, I will follow 3 basic steps:

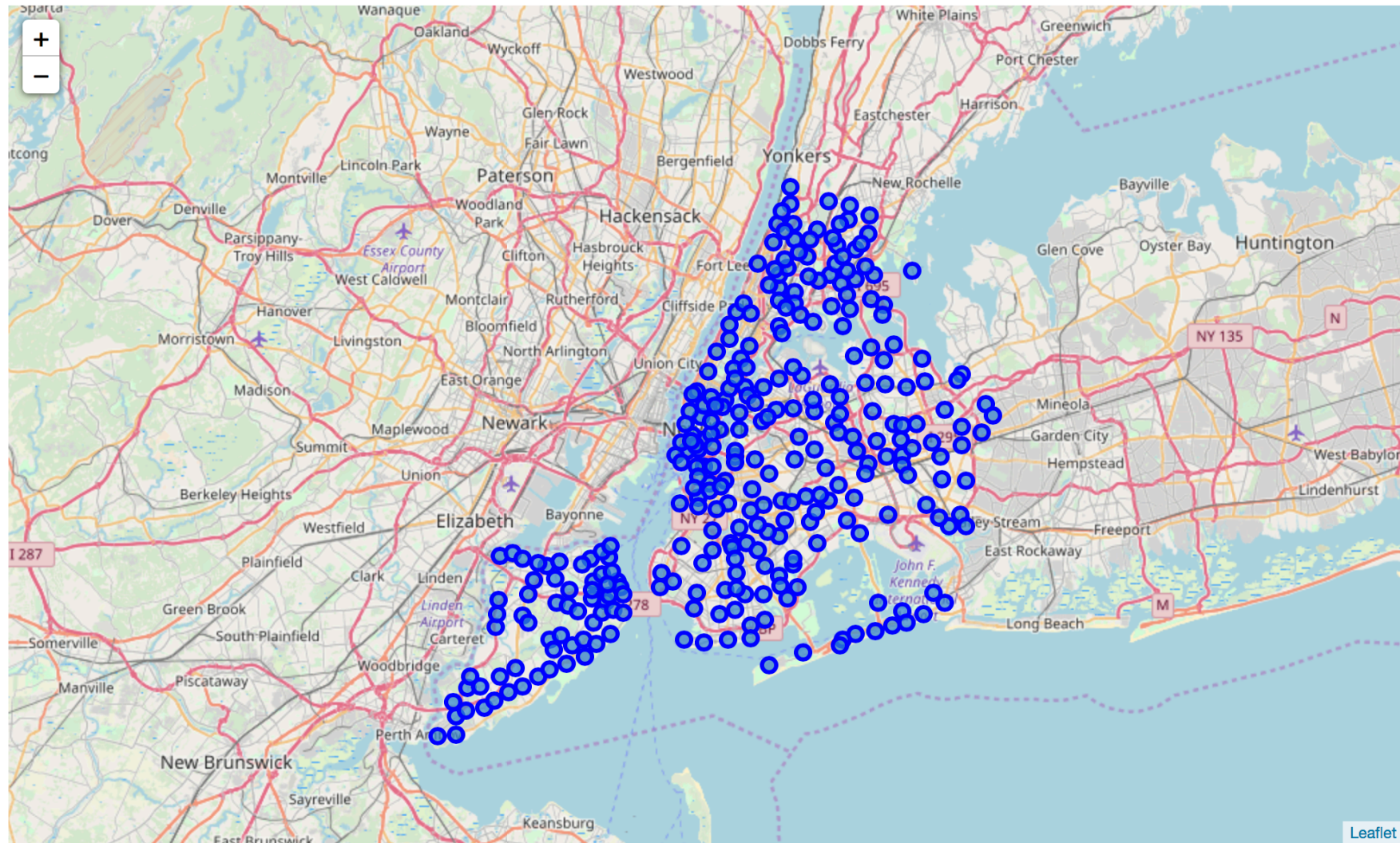
- Analysing the datasets of 5 boroughs
- Getting top 100 popular venues within for a given neighbourhood Using Forsquare APIs
- Exploring and analyzing the data of each borough



Libraries to use

- Pandas – Library for data analysis
- NumPy – Library to handle data manipulation
- Sklearn – Library to handle k–mean clustering
- Requests – Library to handle http requests
- JSON – Library to handle JSON files
- Geopy – Library to pull location data
- Matplotlib – Library for data visualization
- Folium – Map rendering library

Folium map of New York





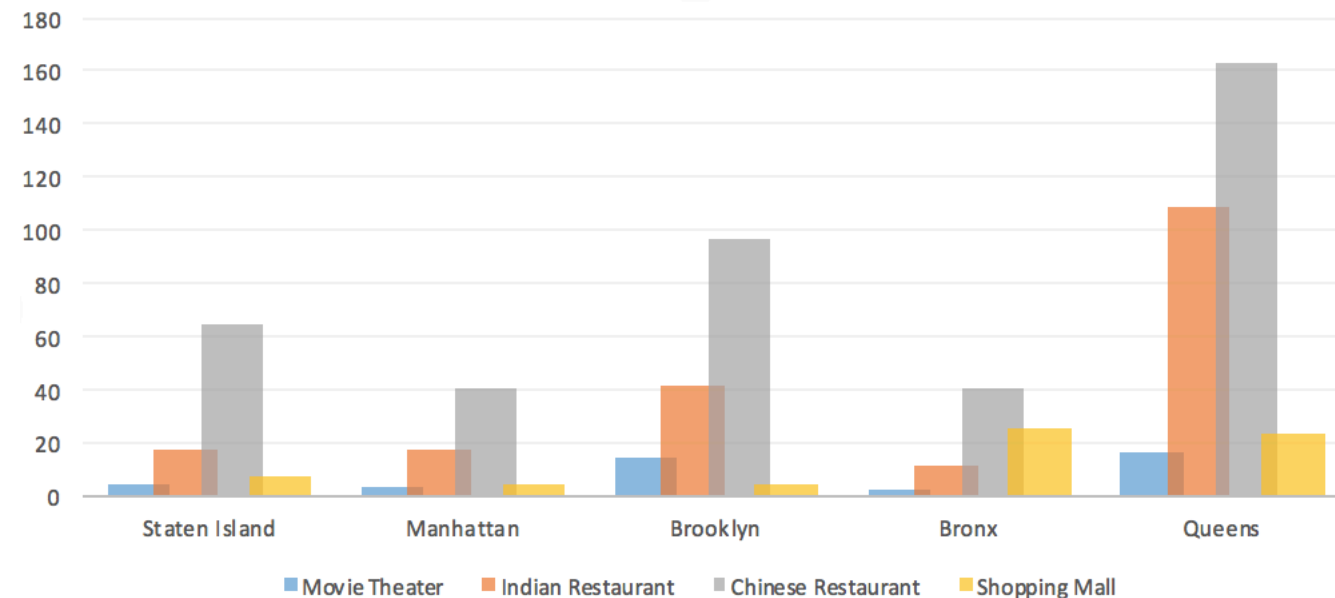
Data

- The data we need is available for free at NYU Spatial Data Repository, and can be downloaded from:
https://geo.nyu.edu/catalog/nyu_2451_34572
- For the purpose of this project, the file which has already been downloaded on a server has been used. Its location is:
<https://ibm.box.com/shared/static/fbpwbovar7lf8p5sgddm06cgipa2rxpe.json>



Results

	Borough	Movie Theater	Indian Restaurant	Chinese Restaurant	Shopping Malls
0	Staten Island	4	17	65	7
1	Manhattan	3	17	41	4
2	Brooklyn	14	42	97	4
3	Bronx	2	11	41	26
4	Queens	16	109	163	23



Conclusion

Thanks to the most developed necessary infrastructure of Queens Borough, it can be concluded that the construction of the Chinese Mall is better to produce there.