

The Battle of Neighborhoods (Week 1)

Introduction & Business Problem

Introduction

New York City is the most diverse and populated city in the United States (the city has a population density of over 27,000 people per square mile). In New York, you'll find almost every race and language you can think of under the sun, hence the common moniker, "the melting pot of the world." The city is made up of 5 boroughs: Manhattan, Brooklyn, Queens, the Bronx and Staten Island, all of which were "grouped" together into a single city in 1898.

Due to the prosperity and grandeur of New York City resulting in people from many countries want to come to New York City whether coming to work or coming to study. Many Thai people also have come to New York for traveling, working, and studying that make Thai food is one of the popular foods in New York City.

Business Problem

Because many Thai people come to live in New York City. These people usually eat Thai food in their everyday life so they need to live in the area that has many Thai restaurants so that they can easily find a good Thai food.

In addition, there are also many group of tourists whether Thai tourists who miss their home country food, people from other countries who like Thai food or even people who want to try Thai food would like to know information about which area in New York has many Thai restaurants so that there are many options for them.

Therefore, I will solve this problem by analyzing which areas in New York City have the most Thai restaurants.

Target Audience

Main target audience is Thai people who living in New York City want to live in an area with a variety of Thai restaurants.

Secondary target audience is tourists who interested in Thai food.