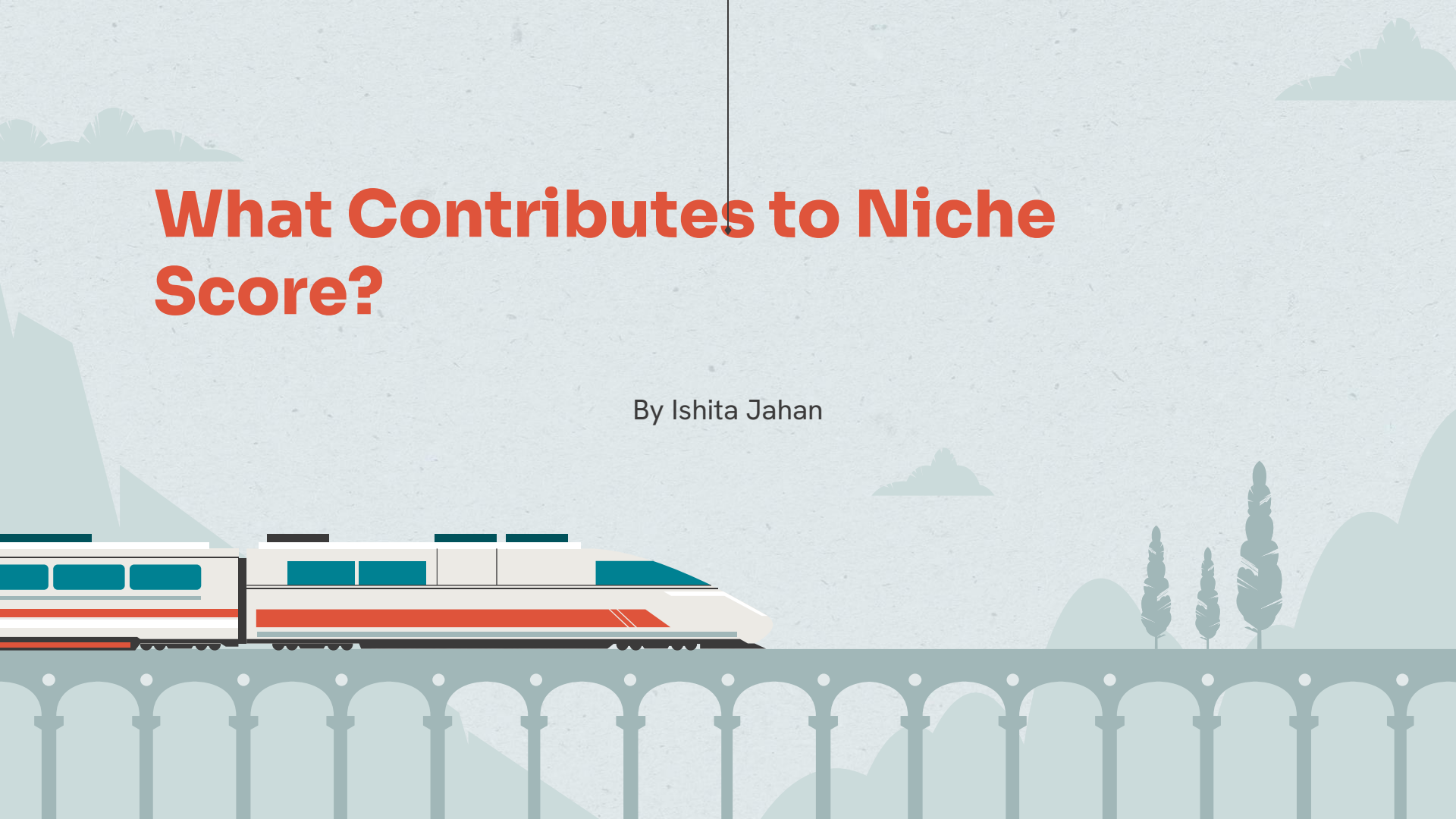
What Contributes to Niche Score?

By Ishita Jahan



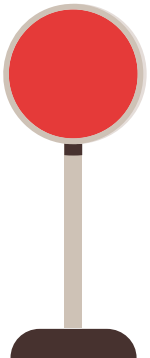
R

Ishita - R Train

Forest Hills–71st Avenue (Queens Terminal)

R Train Stops

Name of Station	Zip Code	Walkability Score
Forest Hills–71st Avenue	11375	92
67th Av	11375	95
63rd Dr–Rego Park	11374	89
Woodhaven Blvd	11421	81
Grand Av	11373	90
Elmhurst Av	11373	96
Jackson Hts–Roosevelt Av	11372	94
65th Street	11373	87
Northern Blvd	11101	98
46th St	11103	94
Steinway St	11103	100
36th St	11106	98
Queens Plaza	11101	98



Analysis

Niche's Ranking Schema

Niche's "Best Neighborhoods to Live in NYC" list, which determines the best neighborhoods based upon their crime rate, school quality, living costs, amenities, user feedback, and job opportunities.

Additional Data

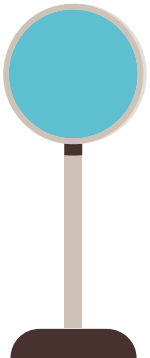
Station	Zip Code	Walkability Score	Niche Ranking	Avg Age	Avg Household Income
Forest Hills–71st Avenue (Queens terminal)	11375	92	#45	44.5	$104,319
67th Avenue (Forest Hills / Queens)	11375	95	#45	44.5	$104,319
63rd Drive–Rego Park	11374	89	#49	42.4	$86,333
Woodhaven Boulevard	11421	81	#158	39	$89,429
Grand Avenue–Newtown	11373	90	NA	38.3	$71,470
Elmhurst Avenue	11373	96	#587	38.3	$71,470
Jackson Heights–Roosevelt Avenue	11372	94	#125	42.4	$77,133
65th Street	11373	87	NA	38.3	$71,470
Northern Boulevard	11101	98	NA	33.4	$116,807
46th Street	11103	94	NA	36.4	$92,787
Steinway Street	11103	100	#55	36.4	$92,787
36th Street	11106	98	NA	36.4	$85,573
Queens Plaza	11101	98	NA	33.4	$116,807

Average Household Income
Income often correlates with housing quality, access to resources, and neighborhood investment. I wanted to see if wealthier neighborhoods consistently receive better Niche rankings.

Average Age
Average age can reflect whether a neighborhood attracts families, young individuals, or older residents. I wanted to test whether age demographics play a role in how neighborhoods are ranked.

Categories I Used

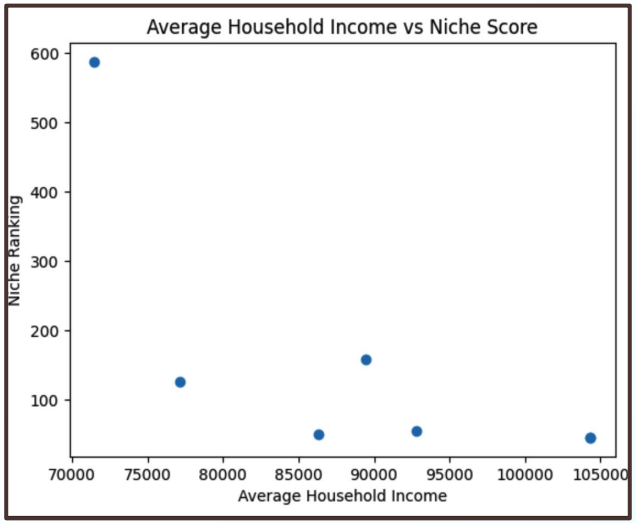
- Station Name
- Borough (Queens)
- Zipcode
- Average Age
- Average Household Income
- Niche Ranking



Analysis Plots

Observed trend:
There is a somewhat of a relationship between income and Niche ranking.

As average household income increases, Niche ranking tends to improve (move lower).

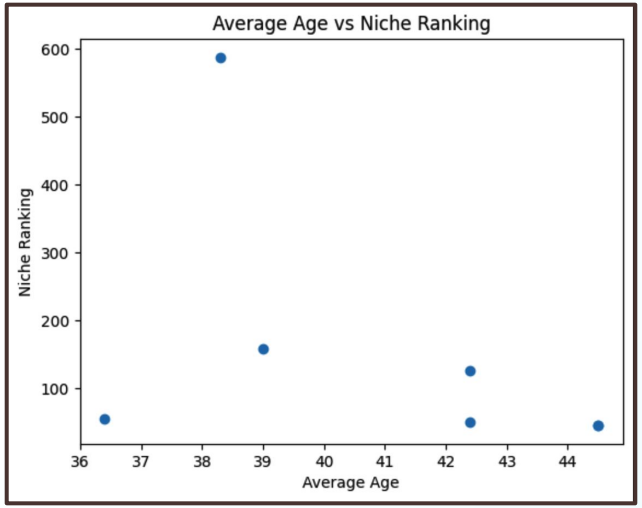


Interpretation:
This suggests that income is an important contributing factor to overall neighborhood desirability.

However, the relationship is not perfectly linear, meaning income alone does not fully determine ranking.

Analysis Plots

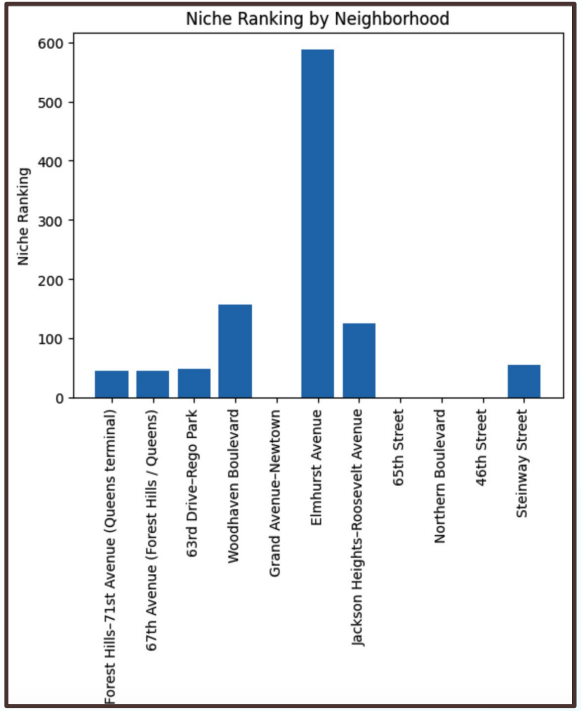
Observed trend:
There is no strong or consistent relationship between average age and Niche ranking.
Neighborhoods with similar average ages can have very different rankings.
Both high and low rankings appear across multiple age values.



Interpretation:
Average age does not seem to significantly influence how Niche ranks neighborhoods.
This suggests Niche prioritizes other factors more heavily than age demographics.

Analysis Plots

Observations:
This visualization is descriptive rather than analytical. Neighborhood names are categorical, so there is no numerical relationship to analyze.



Conclusions and Results

1. **Income is the strongest factor correlated with niche ranking.**

The scatterplot shows a pattern: Higher income neighborhoods tend to receive better Niche rankings.

An explanation for this could be that wealthier neighborhoods tend to have:

- Better schools
- Lower crime
- Higher housing quality
- More amenities

2. **Average age does not seem to influence rankings.**

There is no consistent pattern between age and ranking based on the scatterplot.

This suggests:

Niche does not explicitly use age as a factor

Age is not indirectly tied to the variables Niche does measure in this dataset

Limitations:

A limitation of this analysis is the small and specific dataset, since it only includes neighborhoods along the R train in Queens. Additionally, Niche rankings are based on many factors that were not included.

Final Takeaway:

Overall, niche rankings are likely to be more strongly influenced by economic and infrastructure related features rather than demographic differences like age.