The Battle of Neighbourhoods

BATTLE OFF NEIGHBORHOOD: DESCRIPTION

- NEW YORK CITY REVIEW
- OPTIMUM LOCATION FOR NEW BUSINESS RESTAURANT
- CHOICE OF NEIGHBORHOOD
- LOW COMPETITION
- HIGH DEMAND
- PREFERRED MENU

FACTS ABOUT NEW YORK CITY

- HIGH POPULATION
- HIGH COMPETITION FOR BUSINESS
- HIGH BUSINESS OPPORTUNITIES

BUSINESS ENVIRONMENT

- HIGHLY COMPETITIVE
- DEVELOPED CITY
- MORE OPPORTUNITIES
- TARGETING THE MARKET IS ESSENTIAL
- NEED STRATEGICAL PLANNING

New York City : Food Culture

- Mobile Food Vendors
- Central and Eastern European Immigrants
- Middle Eastern Food
- Italian Immigrants
- Diversity in Cuisines

FACTORS NEED TO CONSIDER TO DECIDE RESTAURANT LOCATION

- POPULATION
- DEMOGRAPHICS
- OTHER WHOLESALE AND RETAIL MARKETS IN CITY
- POSSIBLE COMPETITORS
- MENU OF COMPETITORS
- SEGMENTATION OF BOROUGH

Data Description

- Neighborhood has 5 boroughs and 306 neighborhoods

- Dataset exists on web

- https:/geo.nyu.edu./catalog/nyu_2451_34572

Data Description

- Farmer's market Data:
- https://data.cityofnewyork.us/dataset/DOHMH-Farmers-Markets-andFood-Boxes/8vwk-6iz2
- A farmers' market is often defined as a public site used by two or more local or regional producers for the direct sale of farm products to consumers. In addition to fresh fruits and vegetables, markets may sell dairy products, fish, meat, baked goods, and other minimally processed foods.

Data Description

- Data from Wikipedia pages
- New York Population
- New York City Demographics
- Cuisine of New York city
- Data from foursquare.com

Problem Solving Approach

- Clustering of Manhattan and Brooklyn
- Clustering of Bronx, Queens and Staten Island.

Methodology

- Load the data
- Transform into pandas dataframe
- Get venues data from foursquare
- Data scraping is done using Beautiful soup
- It creates parse tree for parsed pages