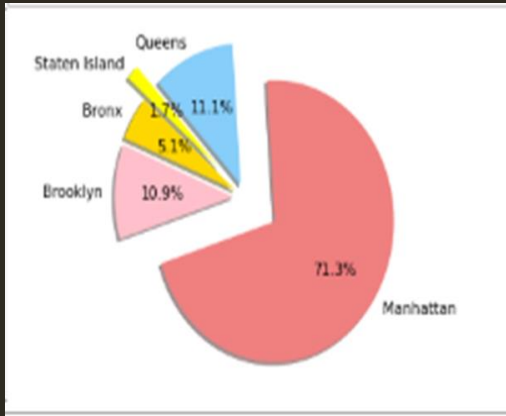# THE BATTLE OF NEIGHBORHOODS

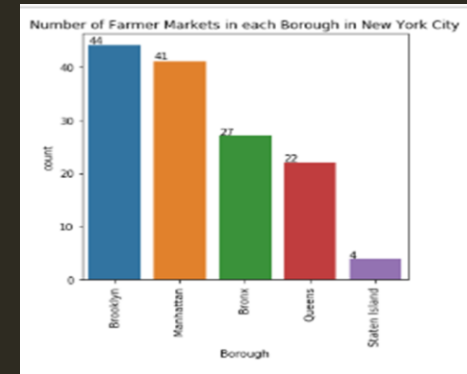## Choice of Neighborhood to set up new Restaurant in New York City
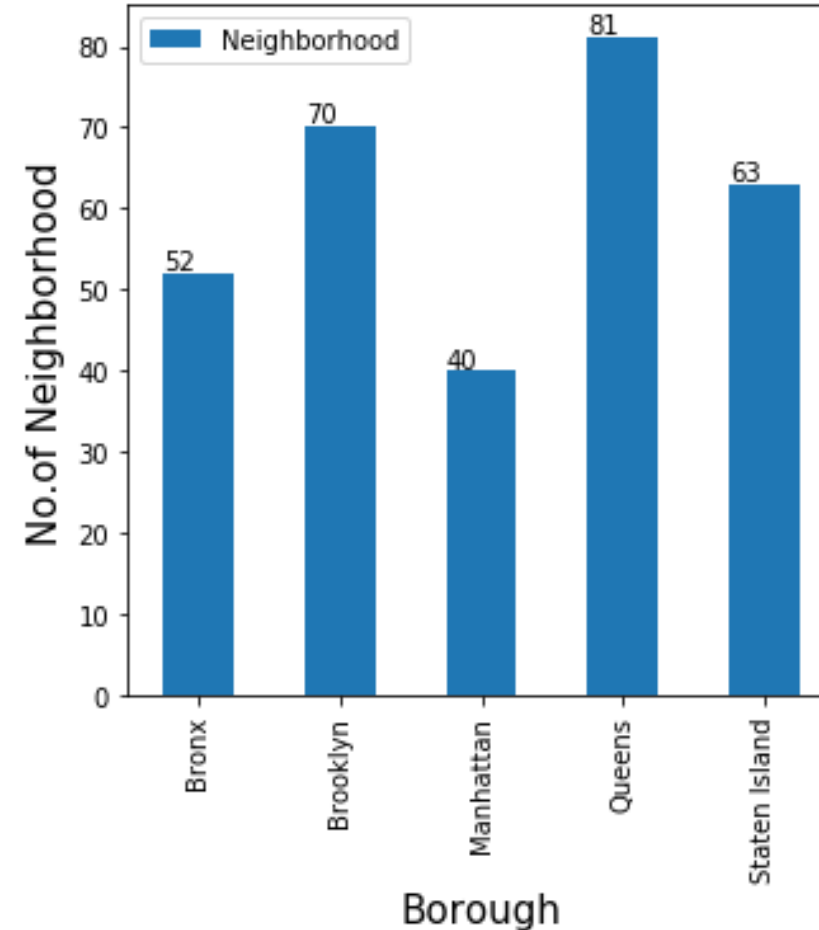
ABC INC

Consumer

Competitor

Farmer Market

REQUIREMENTS: SUITABLE NEIGHBORHOOD TO SET UP RESTAURANT BUSINESS.
EASY TO REPLICATE
LOW COMPETITION
HIGH DEMAND
CHOICE OF MENU

SUCCESS CRITERIA : BEST NEIGHBORHOOD WHICH MEETS ABOVE CRITERIA.
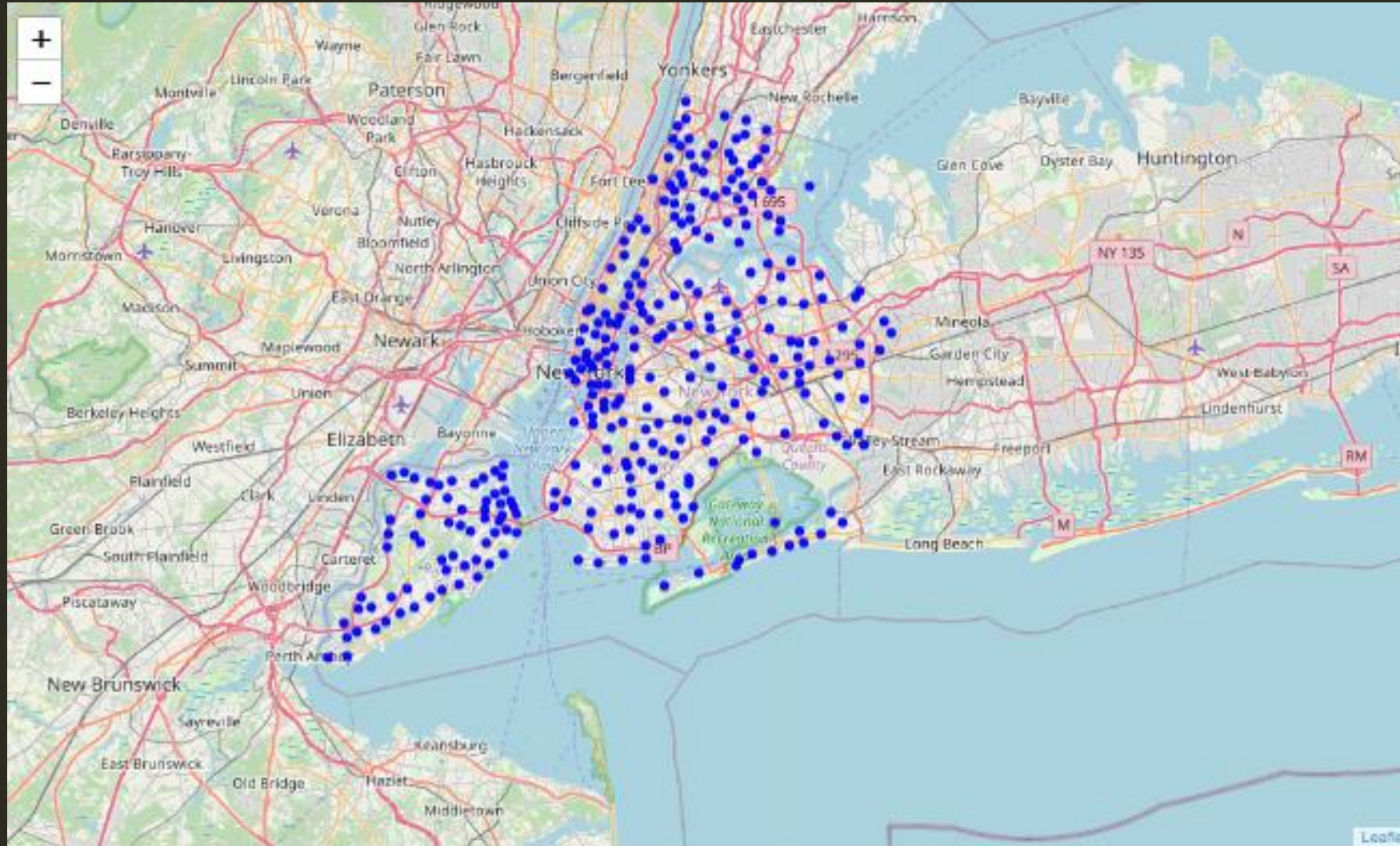
BOROUGHS OF NEW YORK CITY

Number of Neighborhood for each Borough in New York City

NEW YORK BOROUGH AND NEIGHBORHOODS

POPULATION OF NEW YORK CITY

	Composition	2010	1990	1970	1940
0	White	44.0%	52.3%	76.6%	93.6%
1	—Non-Hispanic	33.3%	43.2%	62.9%[238]	92.0%
2	Black or African American	25.5%	28.7%	21.1%	6.1%
3	Hispanic or Latino (of any race)	28.6%	24.4%	16.2%[238]	1.6%
4	Asian	12.7%	7.0%	1.2%	—

- **White & Non-Hispanic population are decreasing**
- **Asian & Hispanic population are increasing.**

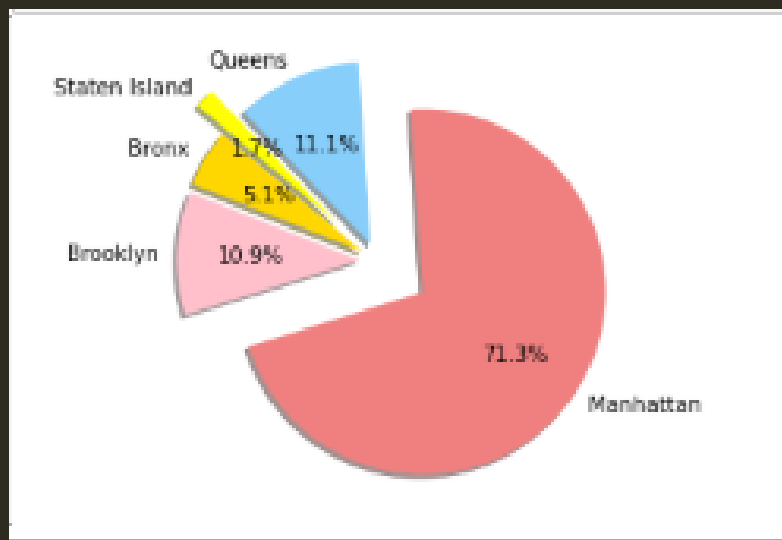|	Borough	County	Estimate_2018	GDP_in_billions	Per_Capita	square_miles	square_km	persons_sq_ml	persons_sq_km
0	The Bronx	Bronx	1,418,207	42.695	30,100	42.10	109.04	33,867	13,006
1	Brooklyn	Kings	2,559,903	91.559	35,800	70.82	183.42	36,147	13,957
2	Manhattan	New York	1,628,706	600.244	368,500	22.83	59.13	71,341	27,544
3	Queens	Queens	2,253,858	93.310	41,400	108.53	281.09	20,767	8,018
4	Staten Island	Richmond	476,143	14.514	30,500	58.37	151.18	8,157	3,150
5		City of New York	8,336,817	842.343	101,000	302.64	783.83	27,547	10,636
6		State of New York	19,453,561	1,731.910	89,000	47,214	122,284	412	159

- **Most populous Borough – Brooklyn & Queens**
- **Least populous Borough – Staten Island**
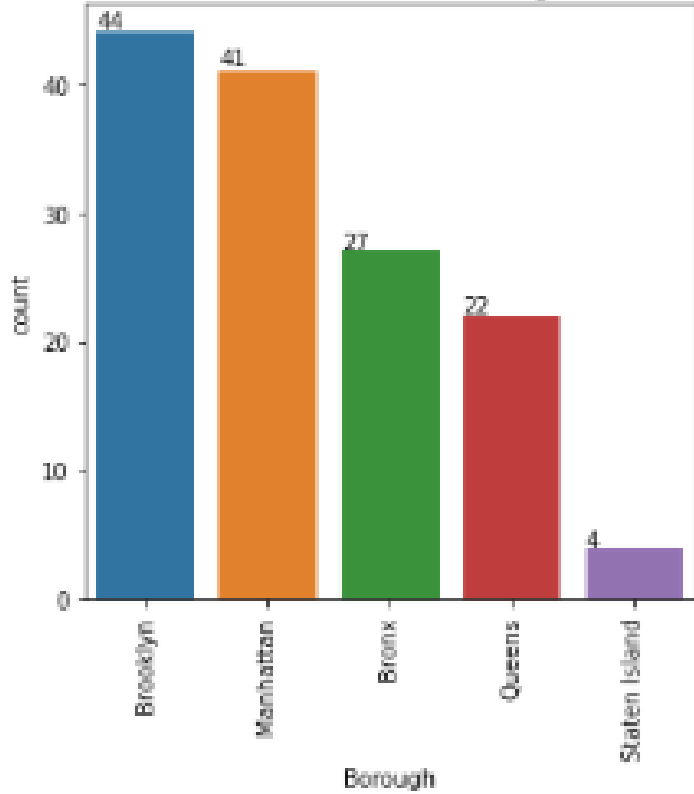- **Mid Size populous Borough – The Bronx & Manhattan**

It is also important to note that there is a steady increase in the population of the Hispanic/Latino and Asians in these regions. This would give us a deeper insight in changing trends for the years to come.

BOROUGH GDP

	Borough	Population	gdp	land	square_km
0	The Bronx	1,418,207	42.695	30,100	42.10
1	Brooklyn	2,559,903	91.559	35,800	70.82
2	Manhattan	1,628,706	600.244	368,500	22.83
3	Queens	2,253,858	93.310	41,400	108.53
4	Staten Island	476,143	14.514	30,500	56.37

- Highest GDP - Manhattan
- Midsize GDP – Queens & Brooklyn
- Lowest GDP – Bronx & Staten Island

NEARBY FARMER'S MARKET-NEED OF RESTAURANT

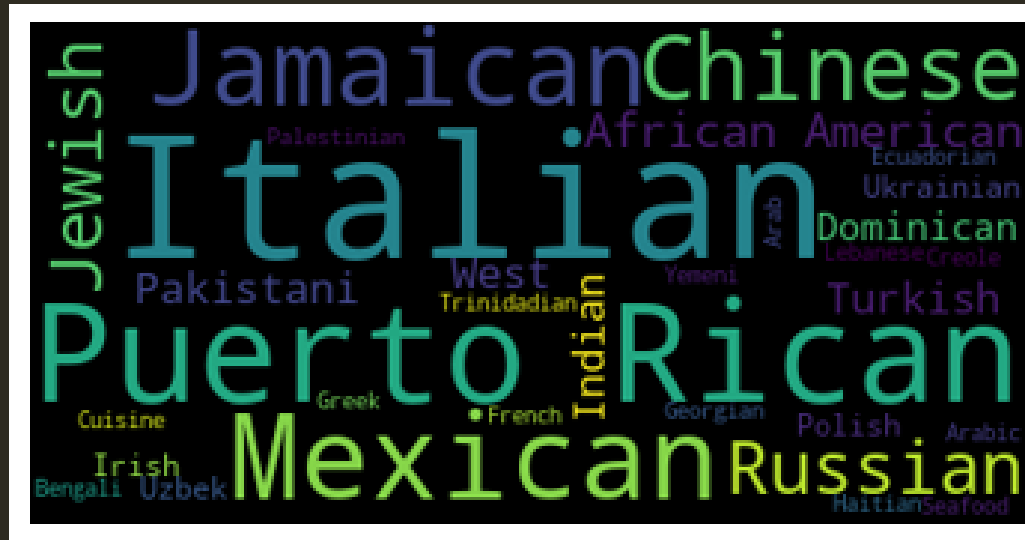Number of Farmer Markets in each Borough in New York City

Manhattan and Brooklyn have highest numbers of Farmers Markets

Staten Island has few farmer markets, Queens has only 22 farmer market for largest borough in term of area

NEW YORK CITY AND ITS BOROUGHS CUISINE

NEW YORK CITY CUISINE

Most Preferred Cuisine in New York

Most Preferred Cuisine in New York – Italian, Jewish, Indian, Mexican, Chinese, Pakistani, Russian, Puerto Rican

MOST 2 POPULOUS BOROUGH CUISINE

Brooklyn

Queens

Common Cuisines – Italian, Maxican, Indian, Jewish, Russian & Puerto Rican

COMPARISON — WEALTHY BOROUGH CUISINE
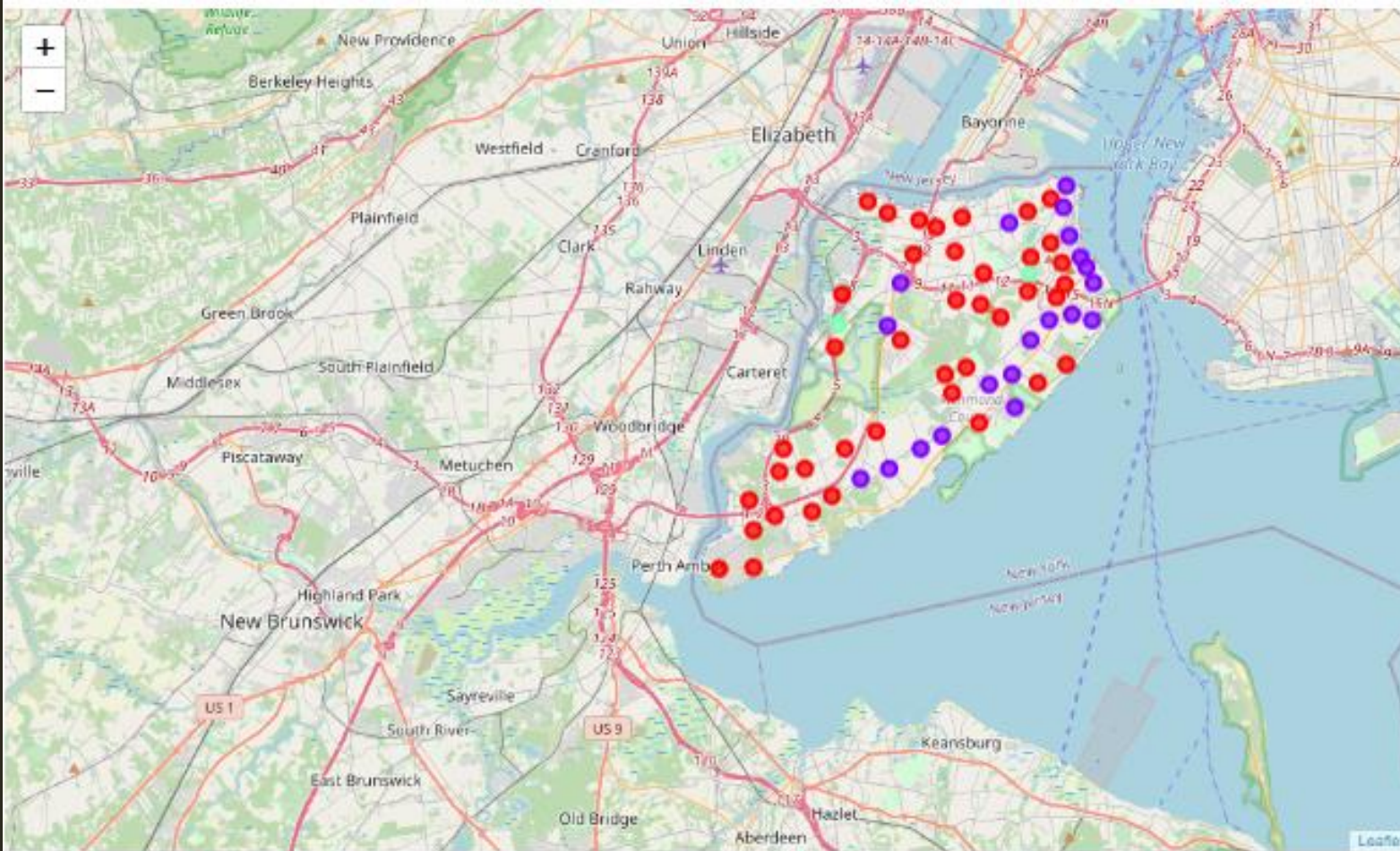
Brooklyn

Manhattan

Common Cuisines — Italian, Maxican, Indian, Chinese Jewish, Russian & Puerto Rican
Please note that both boroughs have maximum number of farmer Markets nearby.

NUMBER OF RESTAURANTS IN EACH BOROUGH

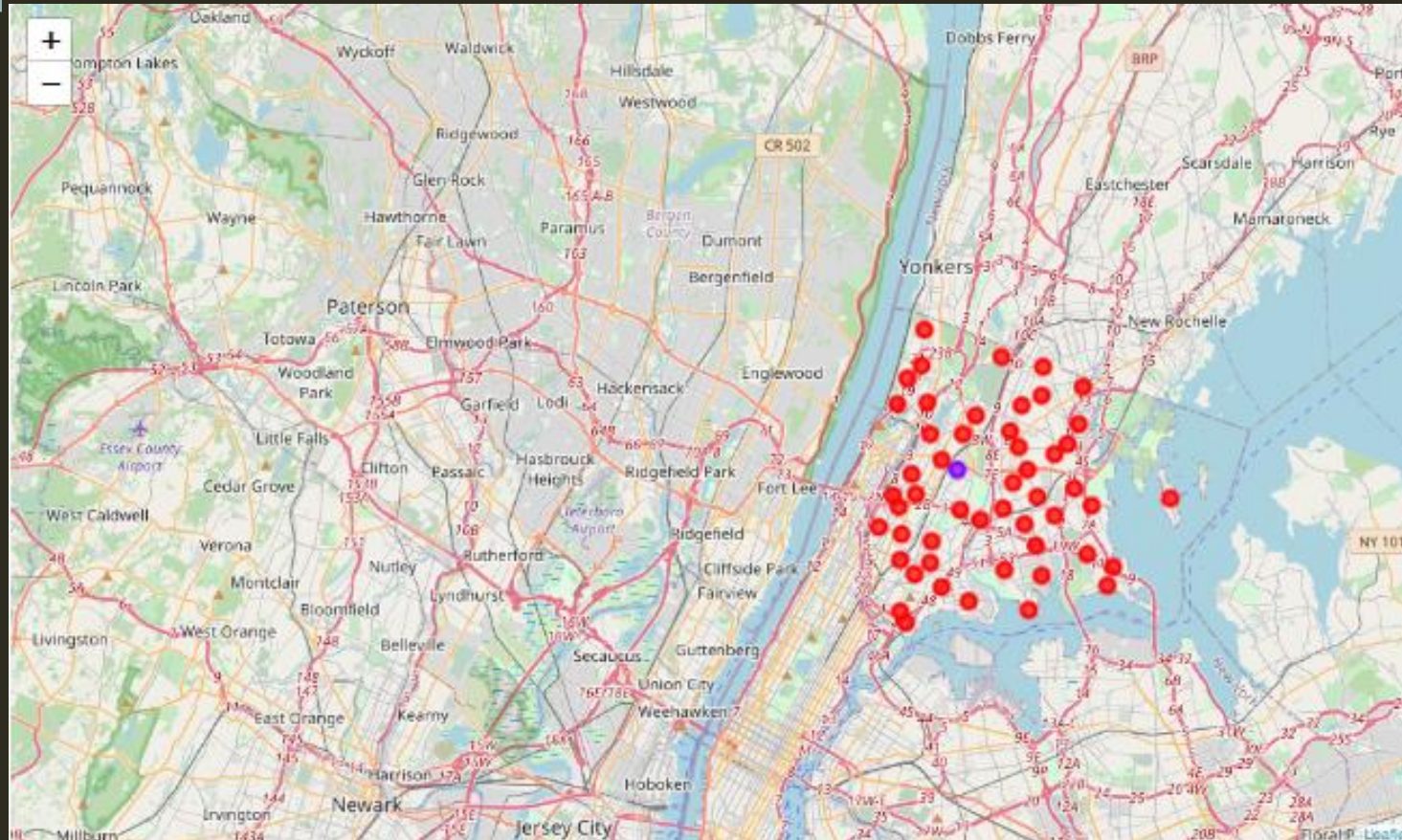|	Borough
Manhattan	831
Brooklyn	632
Queens	592
Bronx	251
Staten Island	185

STATEN ISLAND — VENUES VISUALIZATION

Staten Island Venues Visualization :
- Red dots signify that these areas are saturated for restaurant business.
- Area in Blue dots can be explored to set up new restaurant business.
- Potential areas are so scattered with less population in surrounding. So this borough is not ideal place for setting up new restaurant business.

THE BRONX— VENUES VISUALIZATION

The Bronx Venues Visualization :
- Red dots signify that these areas are saturated for restaurant business.
- Area in Red dots can be explored to set up new restaurant business.
- Below areas can be explored for setting up new restaurant.

	Borough	Neighbourhood	Latitude	Longitude	Total	Cluster_Labels
0	Bronx	Wakefield	40.894705	-73.847201	0	0
1	Bronx	Fieldston	40.895437	-73.905643	0	0
2	Bronx	Riverdale	40.890834	-73.912585	0	0
3	Bronx	West Farms	40.839475	-73.877745	0	0
4	Bronx	Castle Hill	40.819014	-73.848027	0	0
5	Bronx	Edenwald	40.884561	-73.848083	0	0

BROOKLYN — VENUES VISUALIZATION

Brooklyn Venues Visualization :
- Red dots signify that these areas are saturated for restaurant business.
- Area in Blue dots can be explored to set up new restaurant business and no place for untapped markets in Manhattan.

	Borough	Neighbourhood	Latitude	Longitude	Total	Cluster_Labels
0	Brooklyn	Mill Island	40.606336	-73.908186	0	0
1	Brooklyn	Manhattan Beach	40.577914	-73.943537	0	0
2	Brooklyn	Dyker Heights	40.619219	-74.019314	0	0
3	Brooklyn	Sea Gate	40.576375	-74.007873	0	0
4	Brooklyn	Bergen Beach	40.615150	-73.898556	0	0
5	Brooklyn	Midwood	40.625596	-73.957595	0	0
6	Brooklyn	Paerdegat Basin	40.631318	-73.902335	0	0

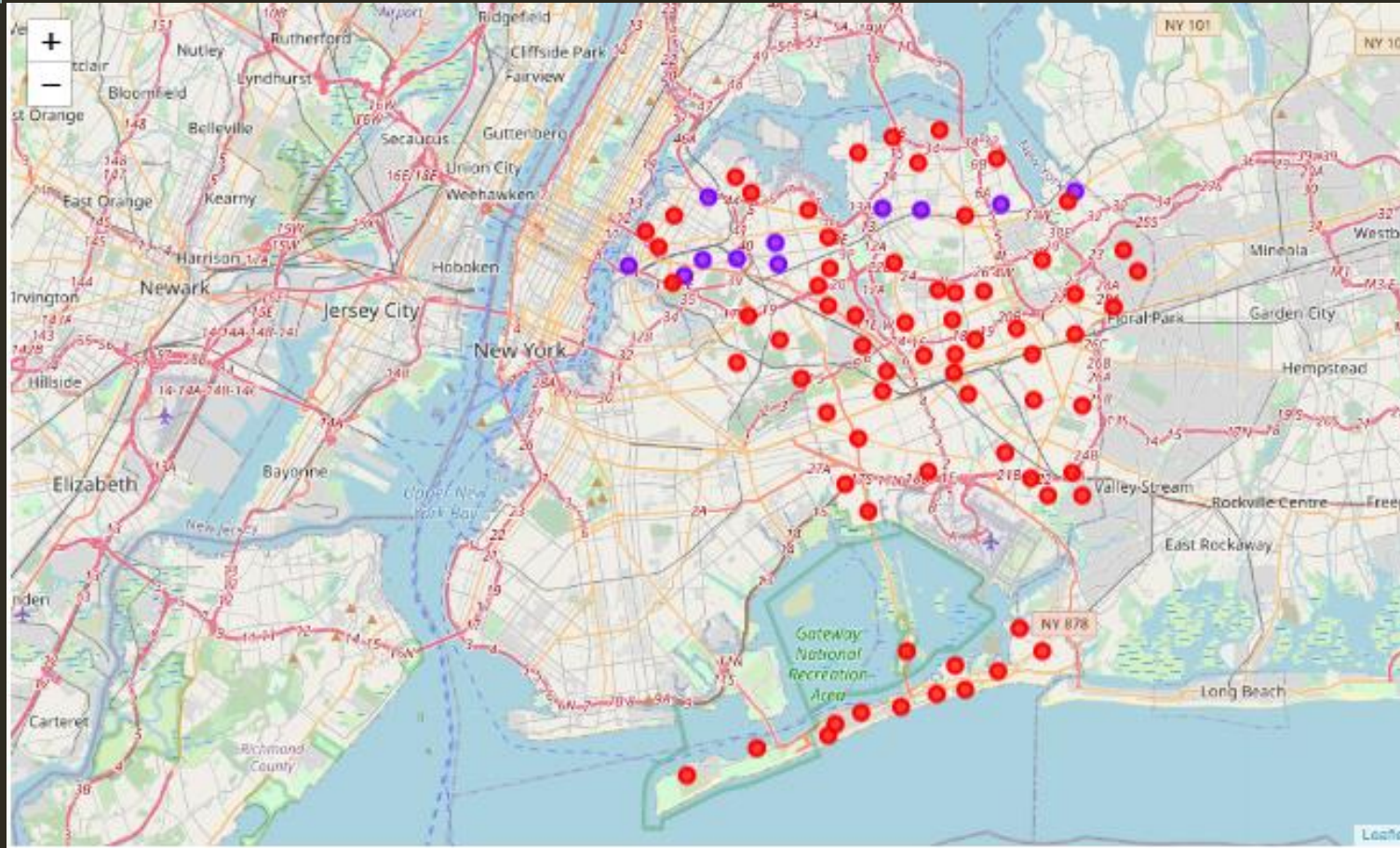# MANHATTAN — VENUES VISUALIZATION

Manhattan Venues Visualization :
- Red dots signify that these areas are saturated for restaurant business.
- Area in Blue dots can be explored to set up new restaurant business and no place for untapped markets in Manhattan.

MANHATTAN — POTENTIAL NEIGHBOURHOODS

	Borough	Neighbourhood	Latitude	Longitude	Total	Cluster_Labels
0	Manhattan	Marble Hill	40.876551	-73.910660	2	0
1	Manhattan	Inwood	40.867684	-73.921210	19	0
2	Manhattan	Hamilton Heights	40.823604	-73.949688	17	0
3	Manhattan	Manhattanville	40.816934	-73.957385	19	0
4	Manhattan	Central Harlem	40.815976	-73.943211	16	0
5	Manhattan	East Harlem	40.792249	-73.944182	14	0
6	Manhattan	Roosevelt Island	40.762160	-73.949168	3	0
7	Manhattan	Lincoln Square	40.773529	-73.985338	16	0
8	Manhattan	Clinton	40.759101	-73.996119	17	0
9	Manhattan	Midtown	40.754691	-73.981669	18	0
10	Manhattan	Chelsea	40.744035	-74.003116	13	0
11	Manhattan	Lower East Side	40.717807	-73.980890	14	0
12	Manhattan	Tribeca	40.721522	-74.010683	18	0
13	Manhattan	Manhattan Valley	40.797307	-73.964286	13	0
14	Manhattan	Morningside Heights	40.808000	-73.963896	10	0
15	Manhattan	Gramercy	40.737210	-73.981376	16	0
16	Manhattan	Battery Park City	40.711932	-74.016869	3	0
17	Manhattan	Financial District	40.707107	-74.010665	19	0
18	Manhattan	Carnegie Hill	40.782683	-73.953256	18	0
19	Manhattan	Stuyvesant Town	40.731000	-73.974052	0	0
20	Manhattan	Hudson Yards	40.756658	-74.000111	11	0

QUEENS — VENUES VISUALIZATION

Queens Venues Visualization :
- Red dots signify that these areas are saturated for restaurant business.
- Area in blue dots can be explored to set up new restaurant business.
- Below areas can be ideal place for setting up new restaurant business.

	Borough	Neighbourhood	Latitude	Longitude	Total	Cluster_Labels
0	Queens	Glendale	40.702762	-73.870742	0	0
1	Queens	Whitestone	40.781291	-73.814202	0	0
2	Queens	Broad Channel	40.603027	-73.820055	0	0
3	Queens	Breezy Point	40.557401	-73.925512	0	0
4	Queens	Neponsit	40.572037	-73.857547	0	0
5	Queens	Holliswood	40.720957	-73.767142	0	0
6	Queens	Somerville	40.597711	-73.796648	0	0
7	Queens	Brookville	40.660003	-73.751753	0	0
8	Queens	Bayswater	40.611322	-73.765968	0	0

THANK YOU

✉ Email
xyz@abc.com