Opening grocer's shop in NYC

NYC Background

- New York City (NYC) is the most populous city in the United States.

- Estimated 2019 population of 8,336,817 distributed over about 302.6 square miles (784 km2) makes NYC the most densely populated major city in the United States.

- New York City is composed of five boroughs: Brooklyn, Queens, Manhattan, the Bronx, and Staten Island.

Our Target

- Find opportunities to open new grocery shop in NYC
  - Absence of grocery stores in area
  - Low criminal

Data Description

- **Requirements**
  - NYC neighborhoods
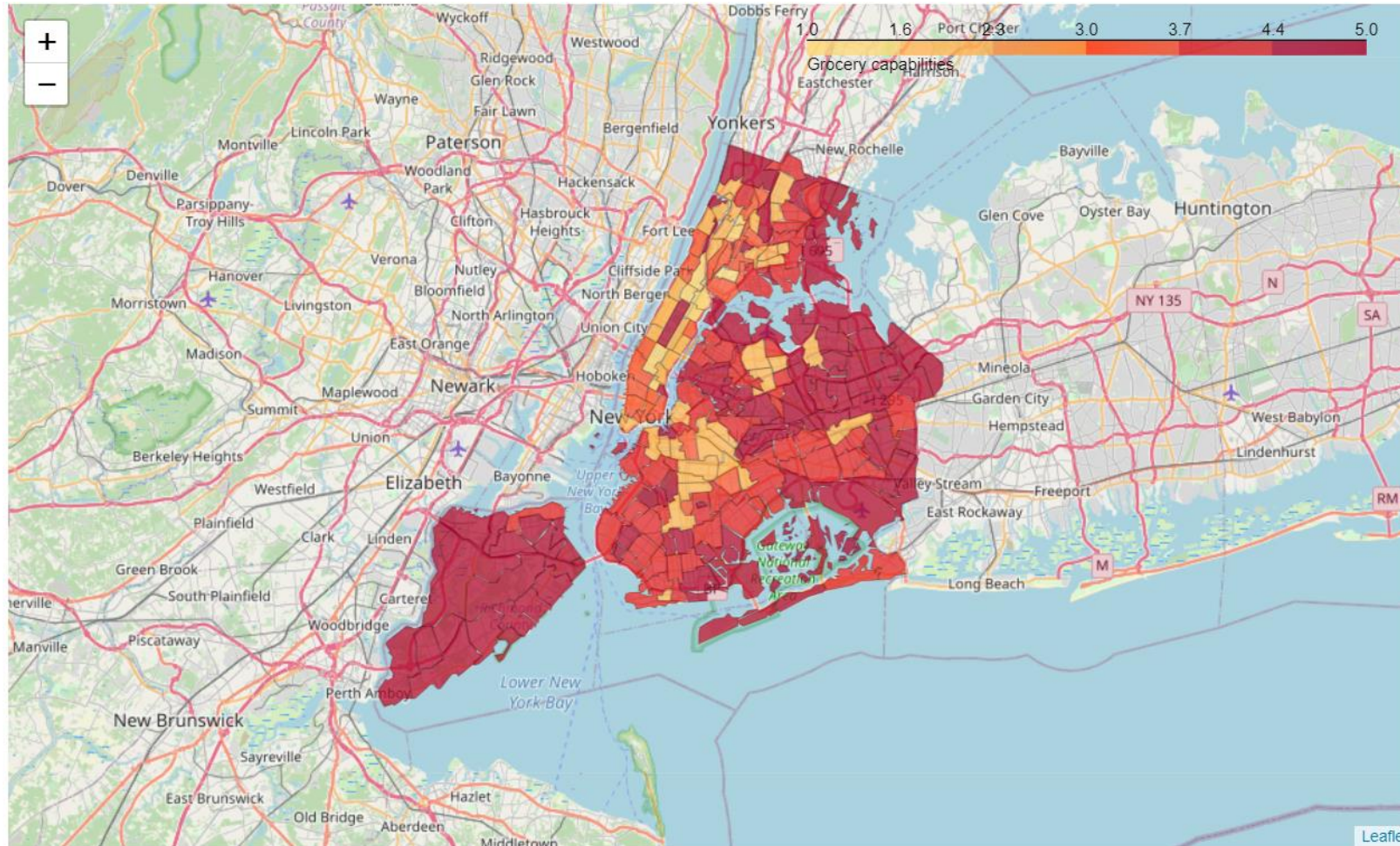 - List of venues
  - Official crime information for NYC
- Sources
  - **Foursquare API**
  - **NYC Neighborhhods (https://opendata.cityofnewyork.us/)**
  - **Crime dataset (https://data.cityofnewyork.us)**

Cleaned Data

	Neighborhood	Borough	Latitude	Longitude	NumberOfStores	NumberOfCrimes	Area	StoreDensity	CrimeDensity
0	Borough Park	Brooklyn	40.628934	-73.987392	7	929	5.400502	1.296176	172.021048
1	Murray Hill	Queens	40.767919	-73.808719	12	408	5.248828	2.286225	77.731642
2	East Elmhurst	Queens	40.762894	-73.867547	1	453	1.972695	0.506921	229.635139
3	Hollis	Queens	40.710679	-73.761851	7	344	2.288777	3.058402	150.298590
4	Homecrest	Brooklyn	40.599707	-73.963991	4	684	2.999197	1.333690	228.061065

Map of Opportunities

Conclusion and future directions

▶ The results may be interesting for investors who are going to create a new business in NYC

▶ Discovered useful information about grocery opportunities in NYC

▶ Visualized and easy to use results

▶ Future steps should contain more precise and smaller areas investigations