

# The Battle of the Neighborhoods

## Introduction:

The city of Manhattan has always been in good records in terms of its plush and posh outlets pertaining to a variety of business, from beauty to food. It has always established itself as a potent avenue to invest on grounds of a flourishing market. The place is easily approachable and well-known to both the locals as well as tourists. Investing in such a place would bring a **hefty bounty**. But it is **not as easy as** it seems to be.

## Business Problem:

Our main is to look out for the feasibility of setting up a posh beauty parlour in a prime location in Manhattan that is easy to spot and visit. We have to consider all the possible dependent **variables or features** that play a major role in determining if the parlour is worth setting up within the budget, if yes, then where etc.

The analysis should also be plotted using the **various visualizing tools** for better and clear comprehension.

## Target Audience/Stakeholders:

The main people who will be benefitted are the investors who are planning to rent out to set up beauty parlours. This could also help new age entrepreneurs who are focussed on setting up their own beauty outlet