# BATTLE OF NEIGHBORHOODS

## PRESENTATION

# 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 is Manhattan that is easy to spot and visit.

# Target Audience/Stake Holders

- Investors
- New age entrepreneurs

# Data

- **Number and type** of competing parlours in the neighbourhood

- **Top venues categories** in the neighbourhood

- **Population Distribution** in the neighbourhood

- **Economic conditions of the residents**

# Sources

- Scarping of data from Wikipedia to find population distribution of all avenues in Manhattan

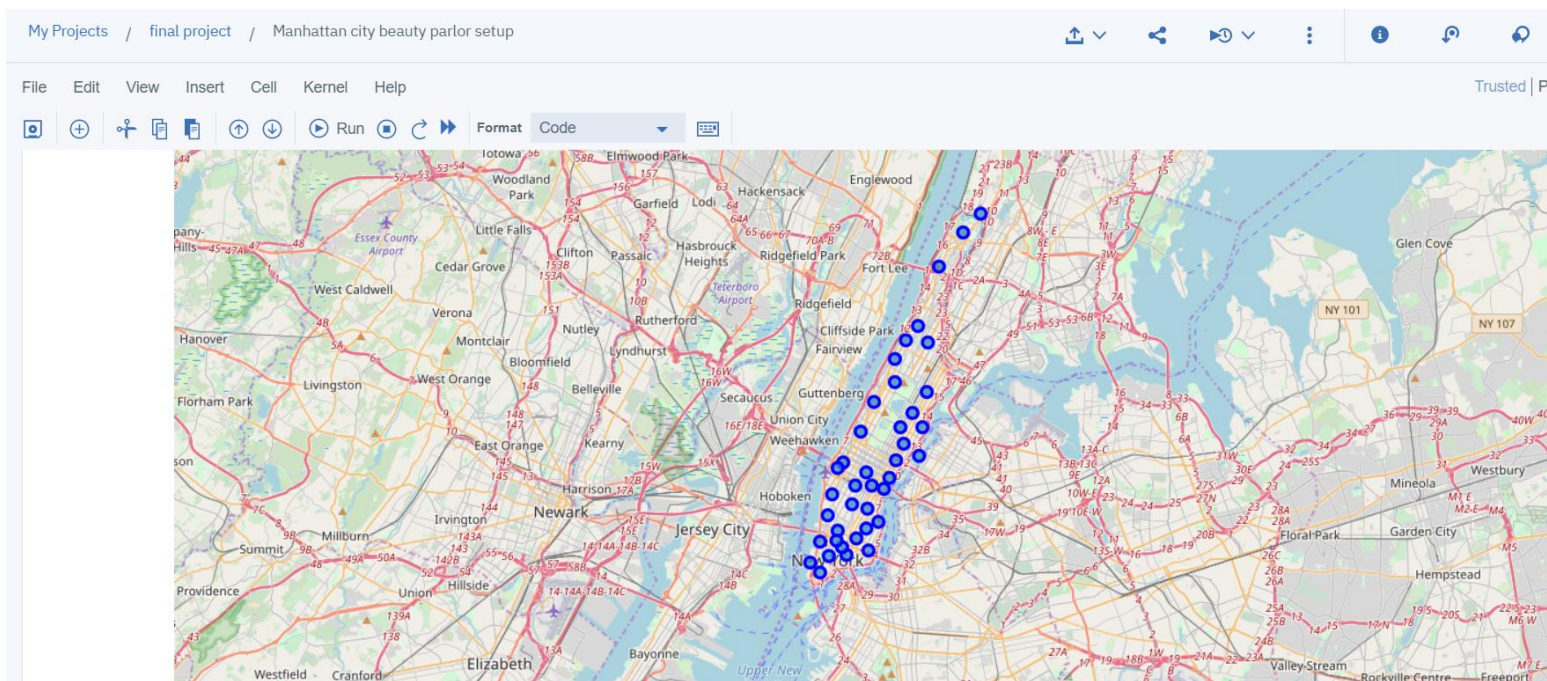https://www.kaggle.com/new-york-city/new-york-city-population#new-york-city-population-by-borough-1950-2040.csv

- Making calls to FourSquare API to get the details of the list of competing beauty parlours and their reviews

https://foursquare.com/developers/apps

- Statistics on economy of Manhattan
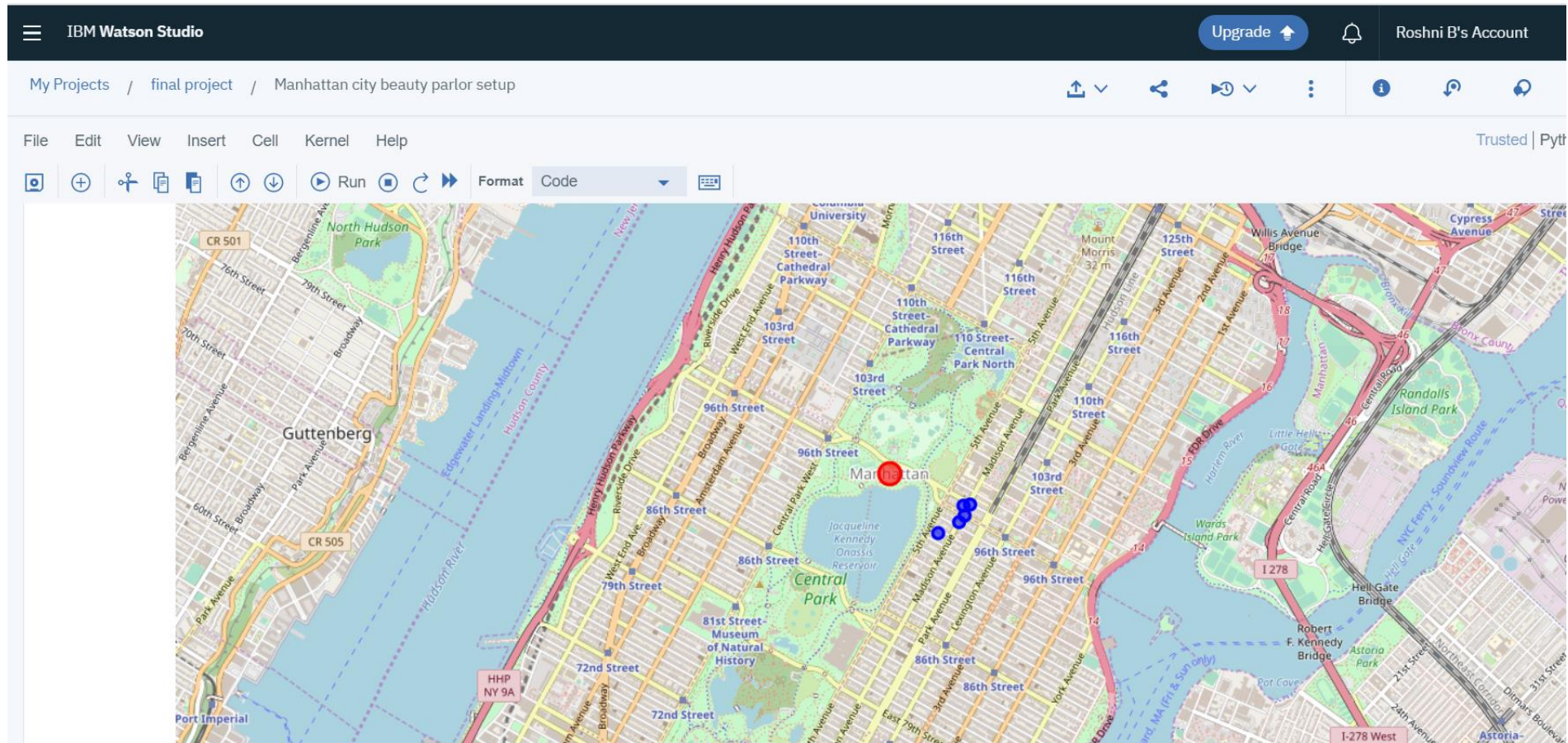
https://data.cityofnewyork.us/City-Government/New-York-City-Quarterly-Economic-Update/kpnf-sajf/data?pane=manage

# Map Representation : NewYork

# Map Representation: Manhattan

# Observations

- Price of services average of the affordable expenses of middle class and upper class

- More advertisement more customers

- Posh ambience to attract customers