

The Battle of the Neighborhoods

Data:

The data that we are using has to **be clear and precise**. The sources of data are **reliable**.

Multiple factors are identified as relevant information to provide to interested investors and entrepreneurs, namely:

- **Number and type** of competing parlours in the neighbourhood where parlour is located to calculate demand of the market.
- **Top venues categories** in the neighbourhood to check approachability and aesthetics of ambience
- **Population Distribution** in the neighbourhood to check the availability of customers
- **Economic conditions of the residents** and locals to check the potential customers

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

