ESTABLISHING A STRATEGICALLY LOCATED RESTAURANT AROUND MANHATTAN FINANCIAL DISTRICT IN NYC

Applied Data Science Capstone

Affecting Factors

01 Number of existing venues of the same category (restaurants) within the area.

02 Number of and distance of Japanese Restaurants from the starting point defined by our stakeholders.
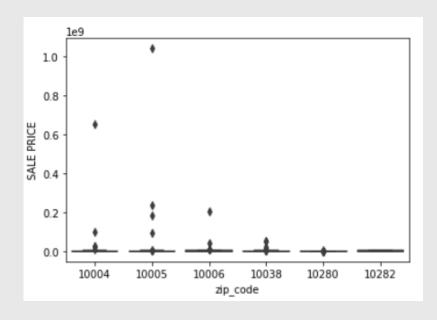
03 Up to date Property Price Data

Methodology

◦ Determination of the best choice in terms of geographic availability and proximity to our predefined location.

◦ Geographic Distribution and distance of similar businesses within the given area.

◦ Descriptive Statistics and Comparative Property Prices Analysis

Results

- Areas featuring absolute lowest price outliers and determination of the most efficient choice based on all criteria imposed by out stakeholders.

Total number of restaurants in our predefined area: 39
Total number of Japanese restaurants in our predefined area: 24
Percentage of Japanese restaurants in our predefined area: 61.54%