



Where to set up a new Bank
of America branch in
Rochester, New York?

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Introduction

- Companies are growing, there will be a need to expand their services or operations by opening new branches or offices
- There is usually a correlation between where the bank is situated and how well it performs.
- BOA has 5 offices in Rochester, NY

Business Problem

- It is a challenging decision to pick a location for new branch or office.
- Where to set up a new branch for BOA?
- How to pick a new branch office for BOA?

Data source

- The Foursquare API will be used as the main data source

```
url = 'https://api.foursquare.com/v2/venues/search?client_id={} & client_secret={} & ll={} , {} & v={} & query={} & radius={} & limit={}'
results = requests.get(url).json()
results
```

```
{'meta': {'code': 200, 'requestId': '5eece9f378a484001c73739d'},
 'response': {'venues': [{'id': '4d87a9f75ad3a09333610fe',
  'name': 'Northwest Bank',
  'location': {'address': '36 W Main St',
  'crossStreet': 'Fitzhugh St N',
  'lat': 43.15561294555664,
  'lng': -77.61405944824219,
  'labeledLatLngs': [{'label': 'display',
  'lat': 43.15561294555664,
  'lng': -77.61405944824219}],
  'distance': 208,
  'postalCode': '14614',
  'cc': 'US',
  'city': 'Rochester',
  'state': 'NY',
  'country': 'United States',
  'formattedAddress': ['36 W Main St (Fitzhugh St N)',
  'Rochester, NY 14614',
  'United States']},
  'categories': [{'id': '4bf58dd8d48988d10a951735',
  'name': 'Bank',
  'pluralName': 'Banks',
  'shortName': 'Bank',
  'icon': {'prefix': 'https://ss3.4sqi.net/img/categories_v2/shops/financial_'}}
```

Analysis

Analysis will be done based:

- ☐ Competitors
- ☐ shopping malls or centers

Analysis (continue)

○ Competitors

```
M&T Bank 7
Citizens Bank 5
Bank of America 5
Chase Bank 4
KeyBank 4
Canandaigua National Bank 4
Northwest Bank 3
Upstate National Bank 1
Genesee Regional Bank 1
Five Star Bank 1
M&T Bank in Tops 1
Name: name, dtype: int64
```


Analysis (continue)

◦ Shopping Malls and Centers

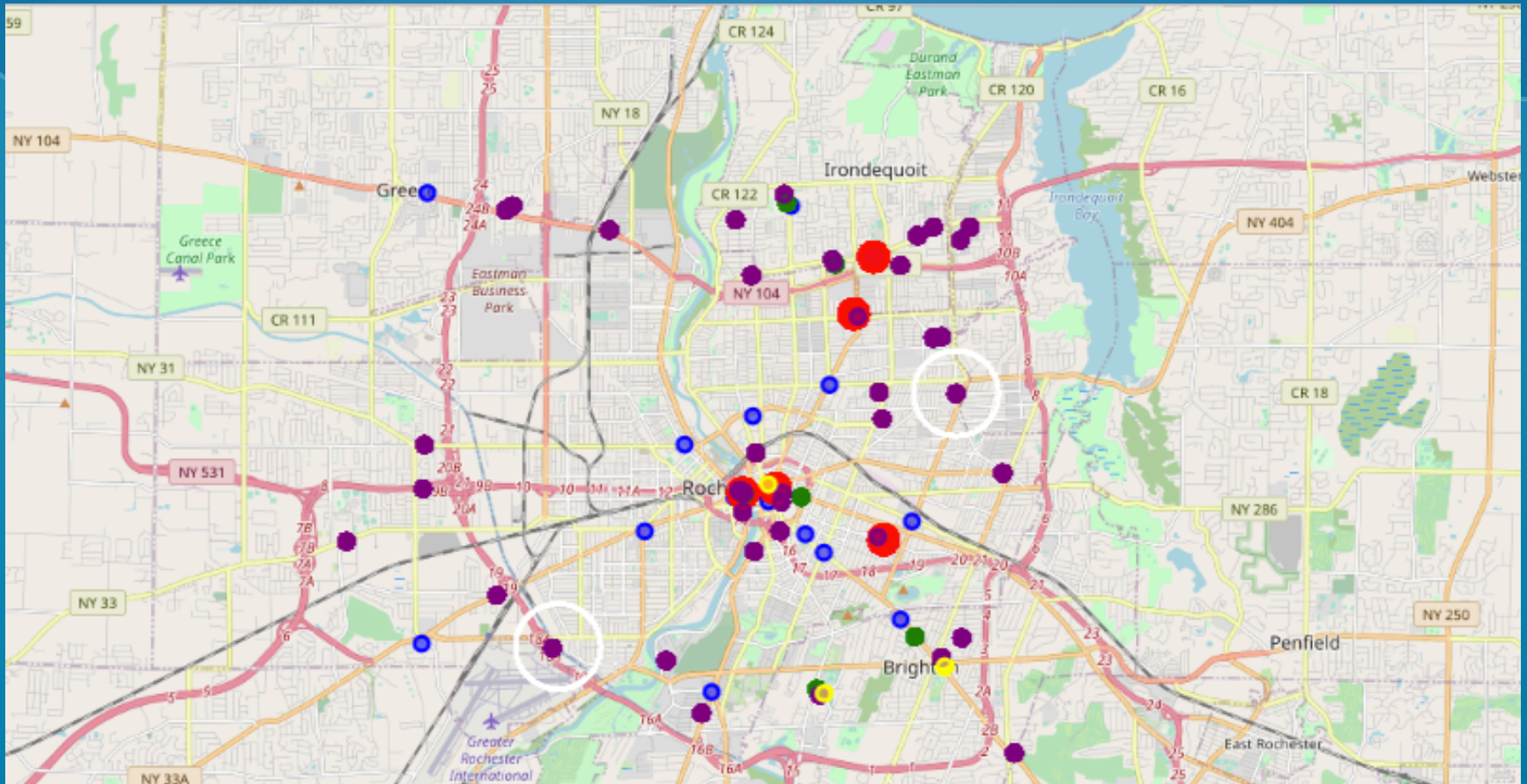
| | name | categories | address | lat | lng | labeledLatLngs | distance | postalCode | cc | city | state | country |
|---|---|-------------------|--------------|-----------|------------|---|----------|------------|----|-----------|-------|---------------|
| 0 | Rochester Plaza Hotel and Conference Center | Hotel | 70 State St | 43.156692 | -77.612992 | [{'label': 'display', 'lat': 43.15669191206731... | 192 | 14614 | US | Rochester | NY | United States |
| 1 | First Federal Plaza Building | Office | 28 E Main St | 43.156371 | -77.611503 | [{'label': 'display', 'lat': 43.15637130284806... | 318 | 14614 | US | Rochester | NY | United States |
| 2 | Rochester Plaza Gym | Gym | 70 State St | 43.156906 | -77.613007 | [{'label': 'display', 'lat': 43.15690612792969... | 184 | 14614 | US | Rochester | NY | United States |
| 3 | Plaza Tobacco and Gifts | Convenience Store | 28 E Main St | 43.156313 | -77.611850 | [{'label': 'display', 'lat': 43.156313, 'lng':... | 293 | 14614 | US | Rochester | NY | United States |
| 4 | Rochester Plaza Pool | Pool | NaN | 43.156903 | -77.612556 | [{'label': 'display', 'lat': 43.15690324055638... | 219 | 14614 | US | Rochester | NY | United States |

Results

- Two main competitors were identified:
- M&T Bank
- Chase Bank

Results

- Two main potential locations



Conclusion

- We have identified the main competitors
- We have explore where to locate a new BOA branch based on competitors and shopping malls
- We have identified two locations. These two locations are well situated.