

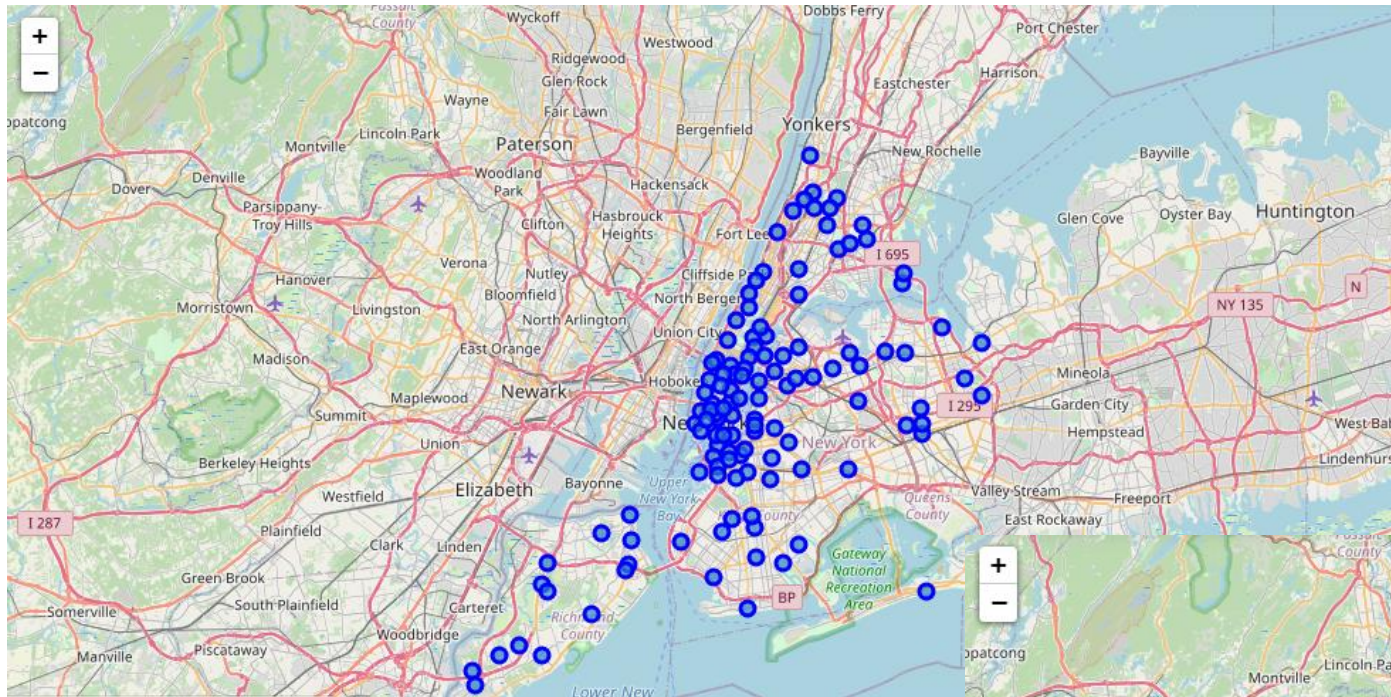
# The Battle of Neighbourhoods

---

# Aims

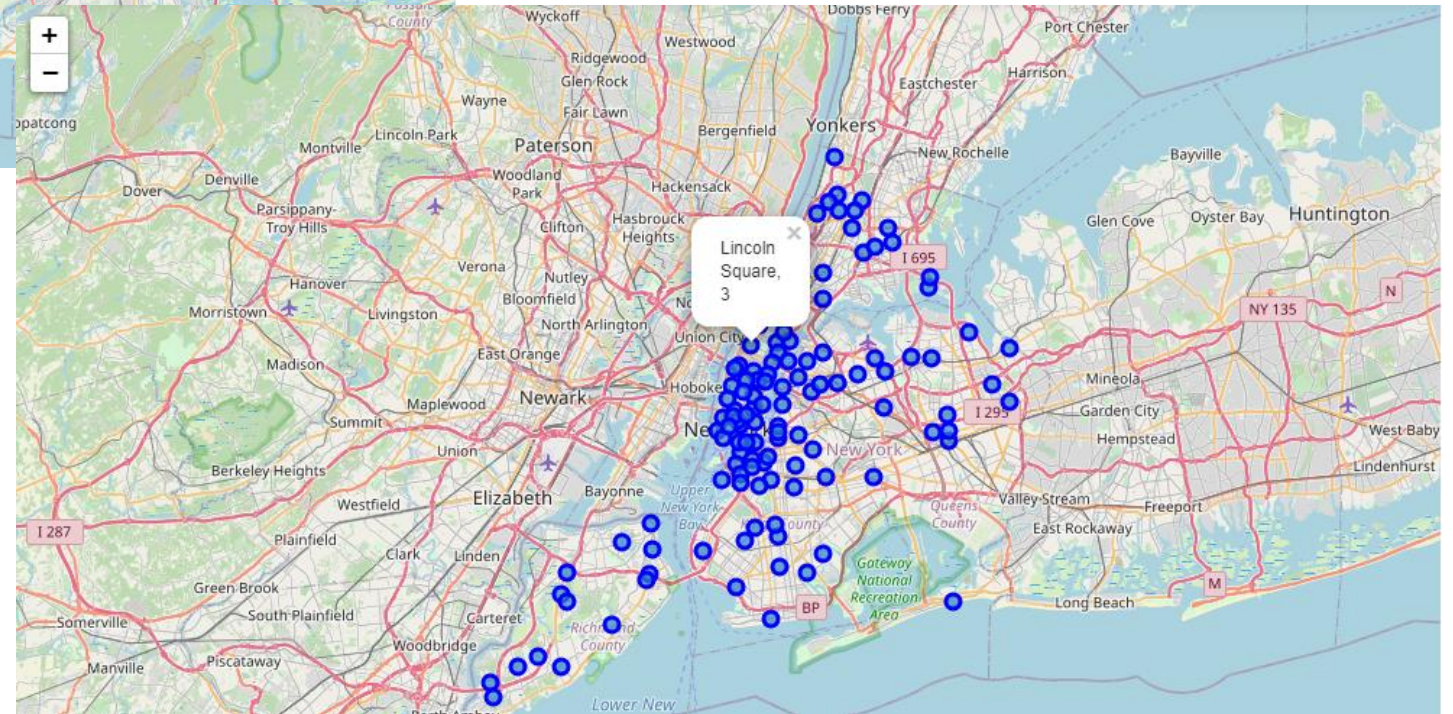
---

- provide useful information for anyone looking to open a coffee shop in New York City
- show distribution of coffee shops across New York
- recommend neighbourhoods to open a coffee shop which is likely to make the investment more successful

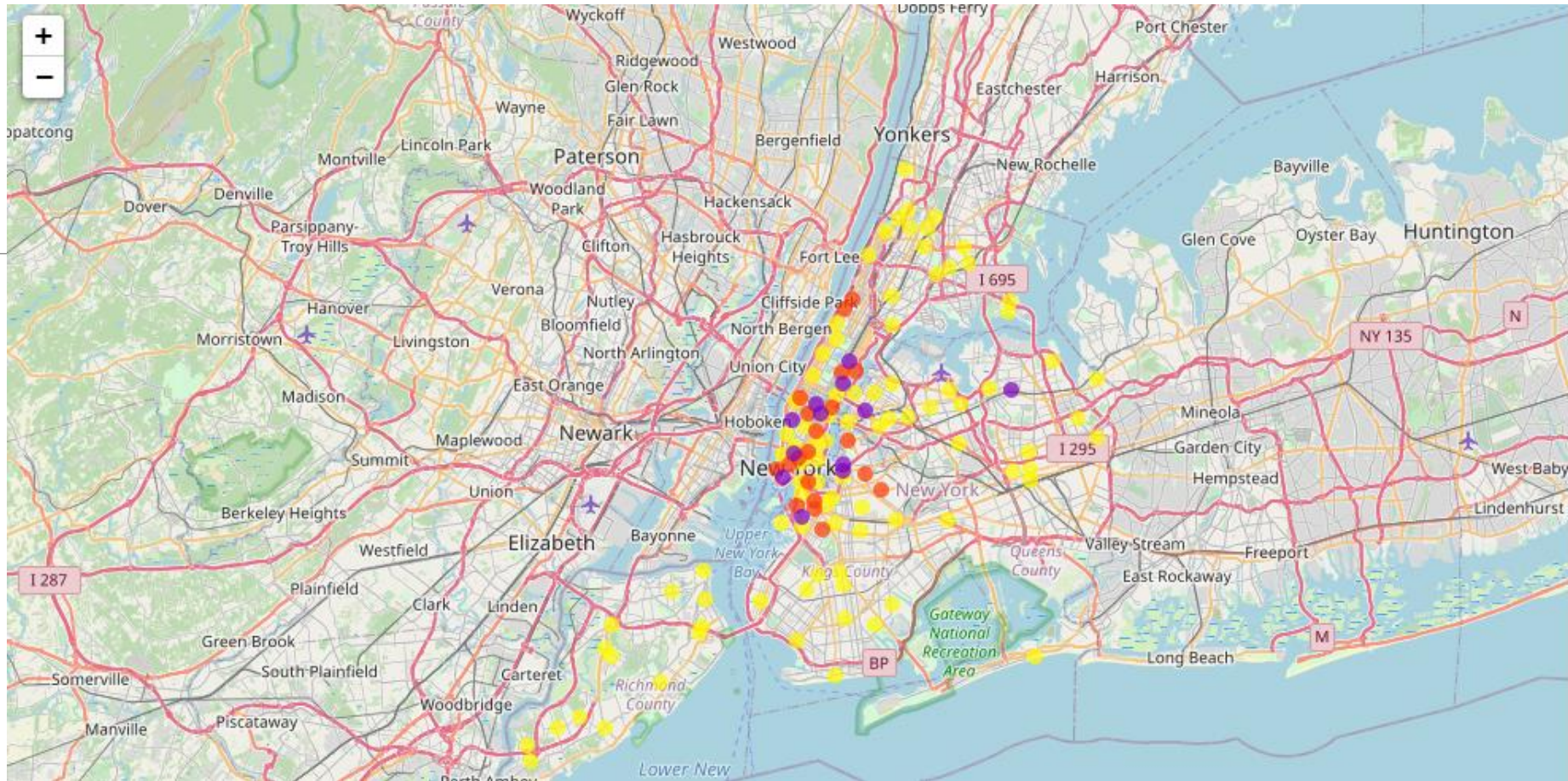


Map to show the distribution of coffee shops across New York

Right: Each dot shows name of neighbourhood and number of coffee shop



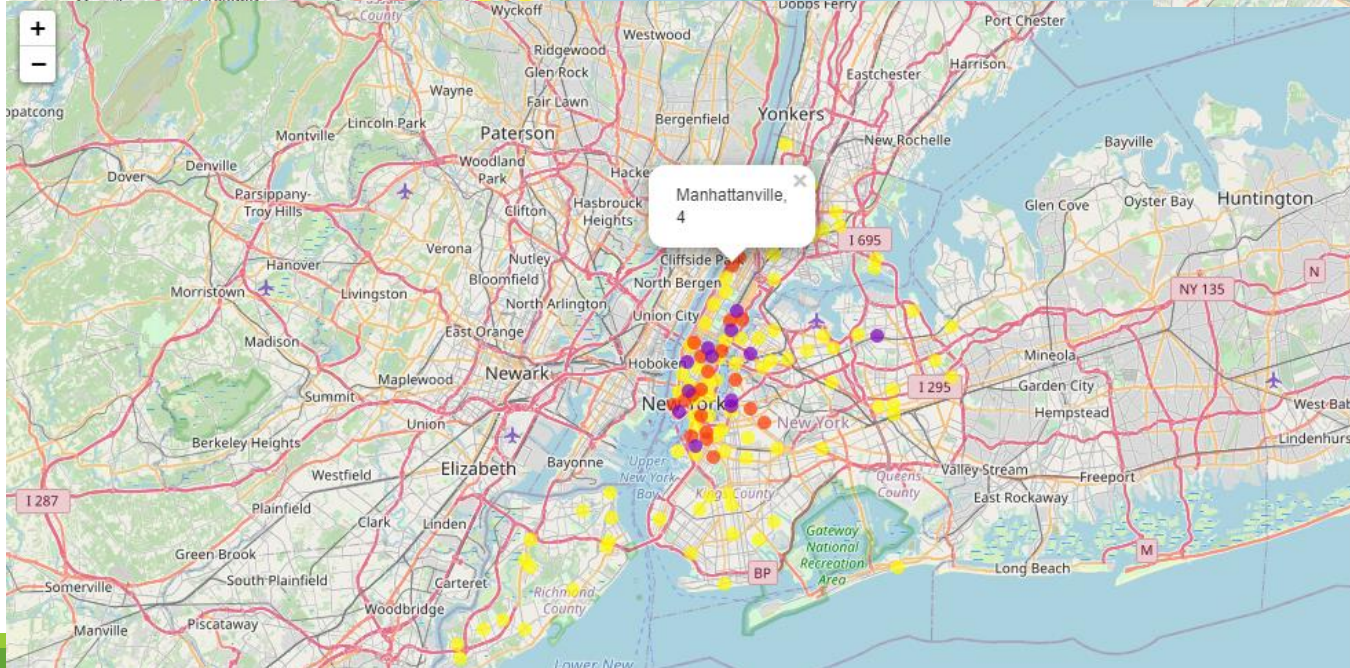
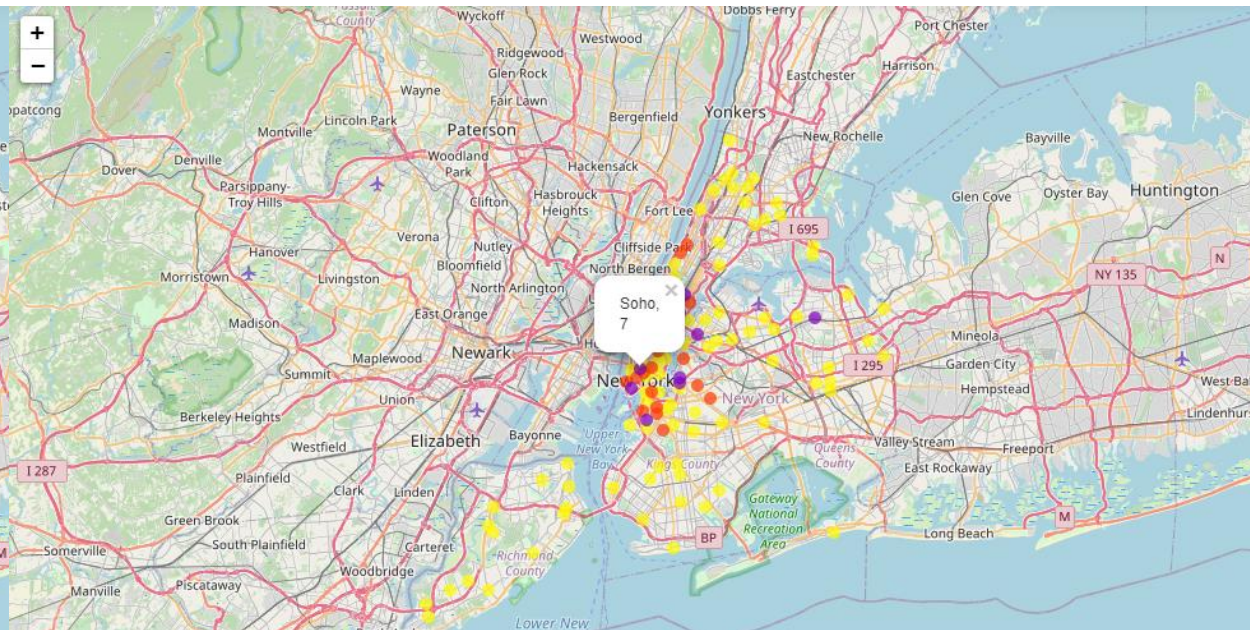
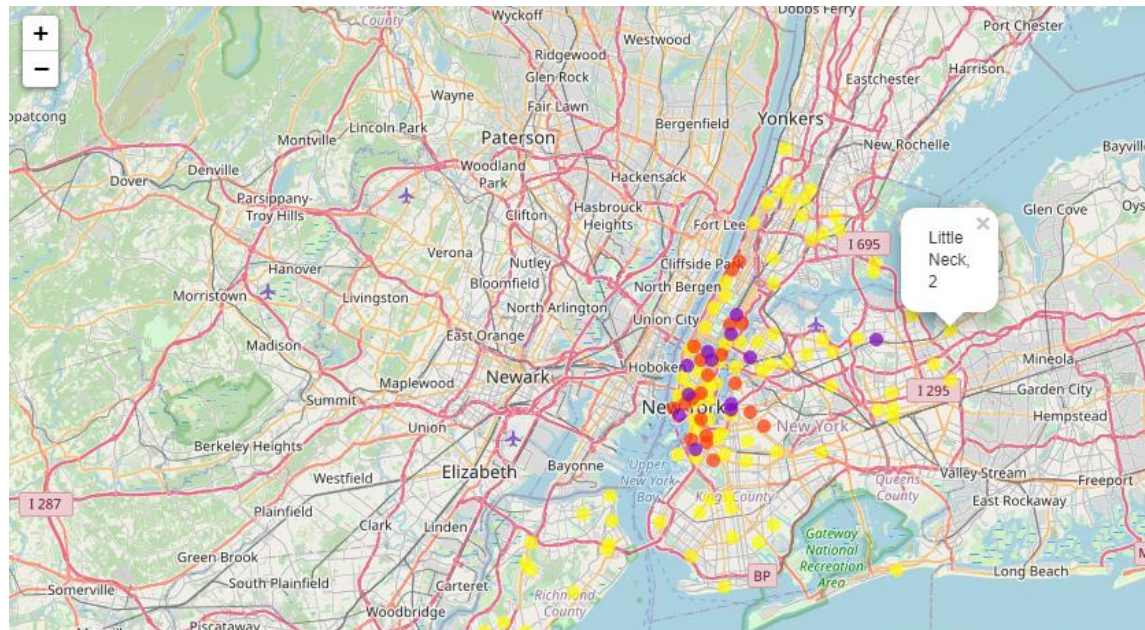




Final map with categories:

- 3 or less coffee shops
- Between 4 and 6 coffee shops
- 7 or more coffee shops





This project recommends choosing a location represented by an orange dot as shown on the left.

Note - higher density of coffee shops towards the centre of New York



# Reflection

---

- easy to use and understand, and helpful in providing initial direction
- use of coloured markers on map make it clear to see the categories
- choice of map allows to see the distribution of coffee shops geographically across the city
- could be made more useful by considering other factors likely to affect decision, such as neighbourhood population