

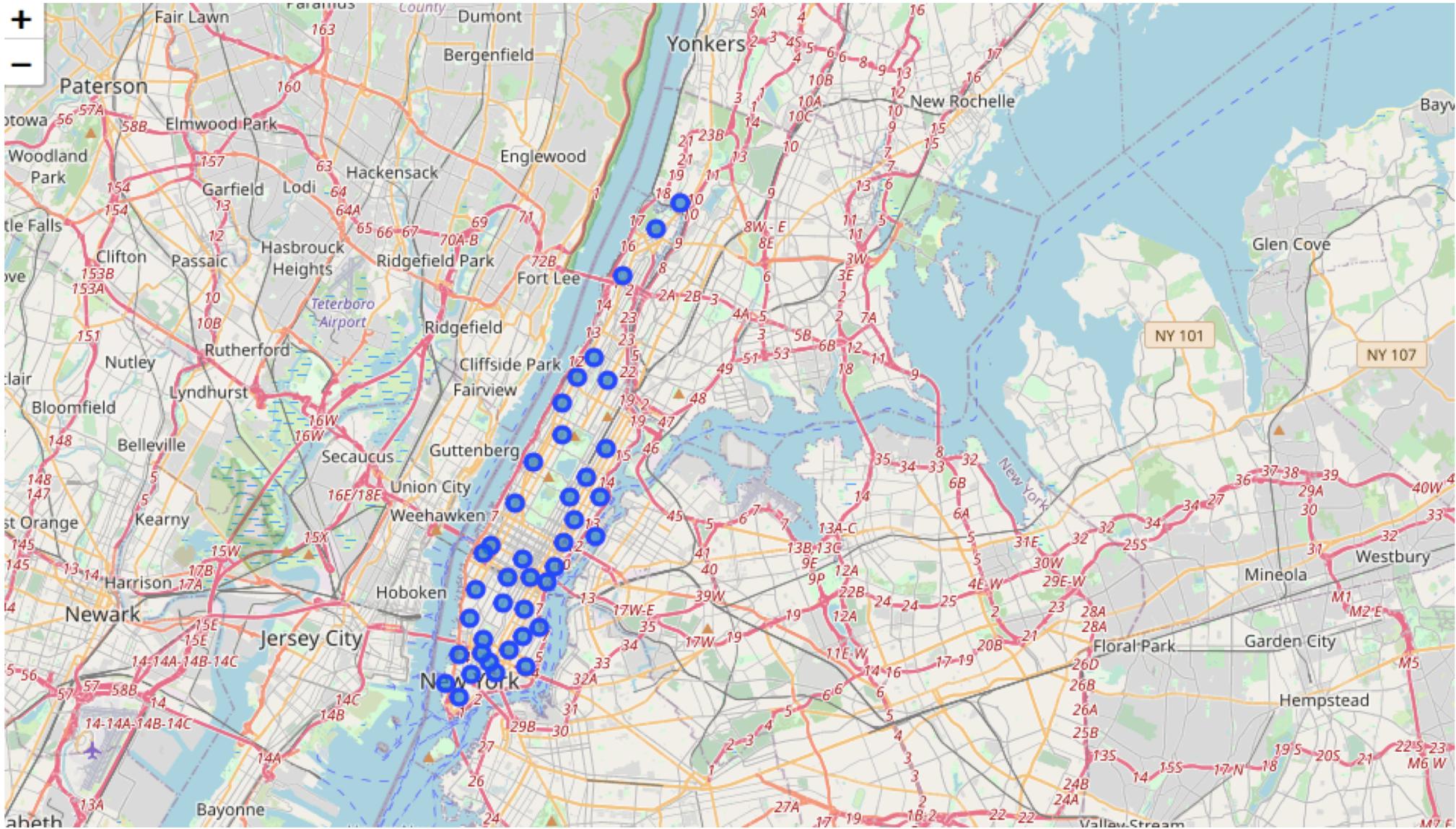
A data driven approach to
Where to open a new café in Manhattan, NY?

Stakeholders

This is of interest to

- Investors
- Prospective small business owners
- Coffee store chains looking to expand

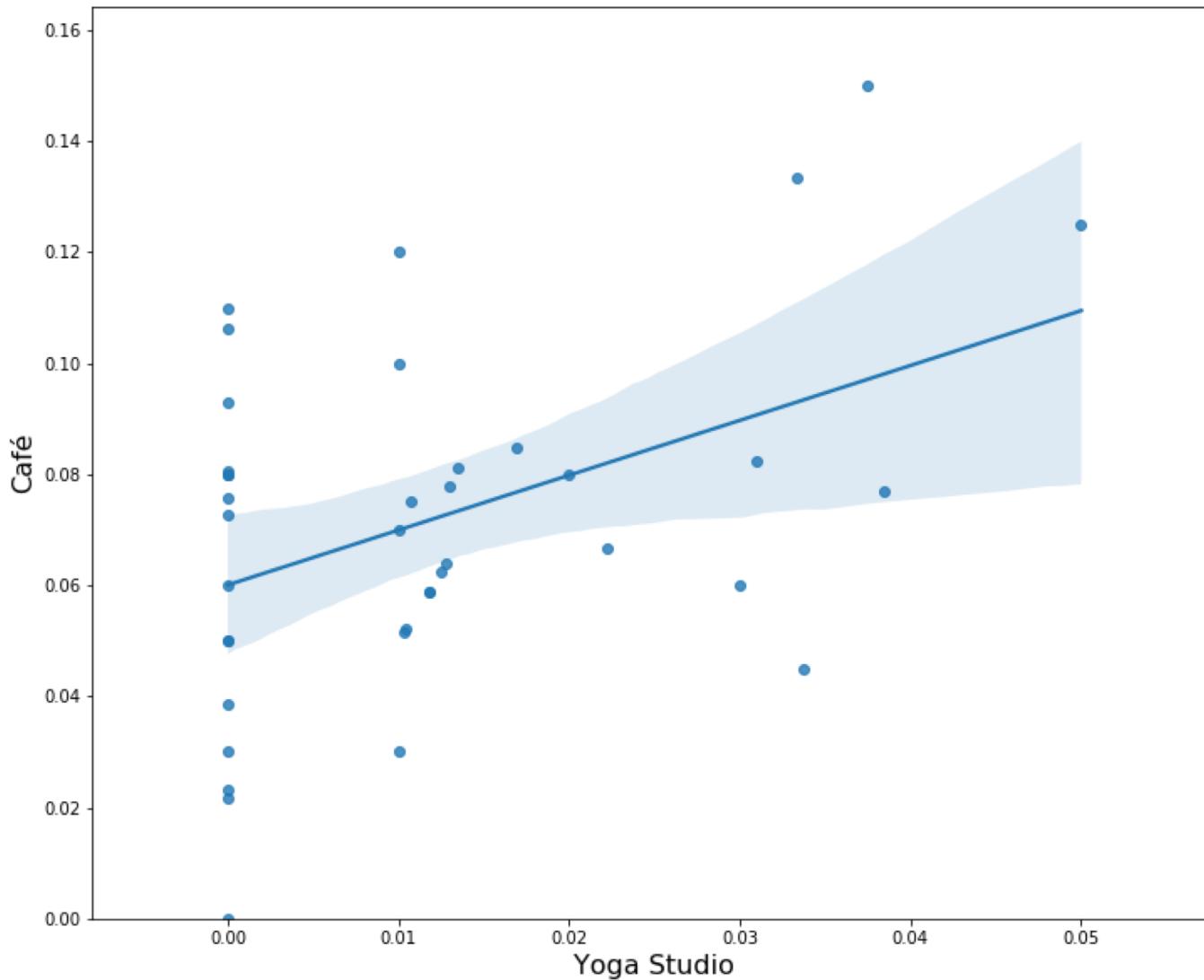
Neighborhoods in Manhattan, NYC



Some Numbers

- 40 Neighborhoods
- 328 unique venue categories
- 224 Cafes
- 33 of 40 neighborhoods have Cafes among top 3 most frequent venue types

Data says Cafés go well with Yoga Studios



Multiple Linear Regression Model

$$Y = a_0 + a_1X_1 + a_2X_2 + \dots + a_nX_n$$

Y: frequency of Cafes (dependent variable)

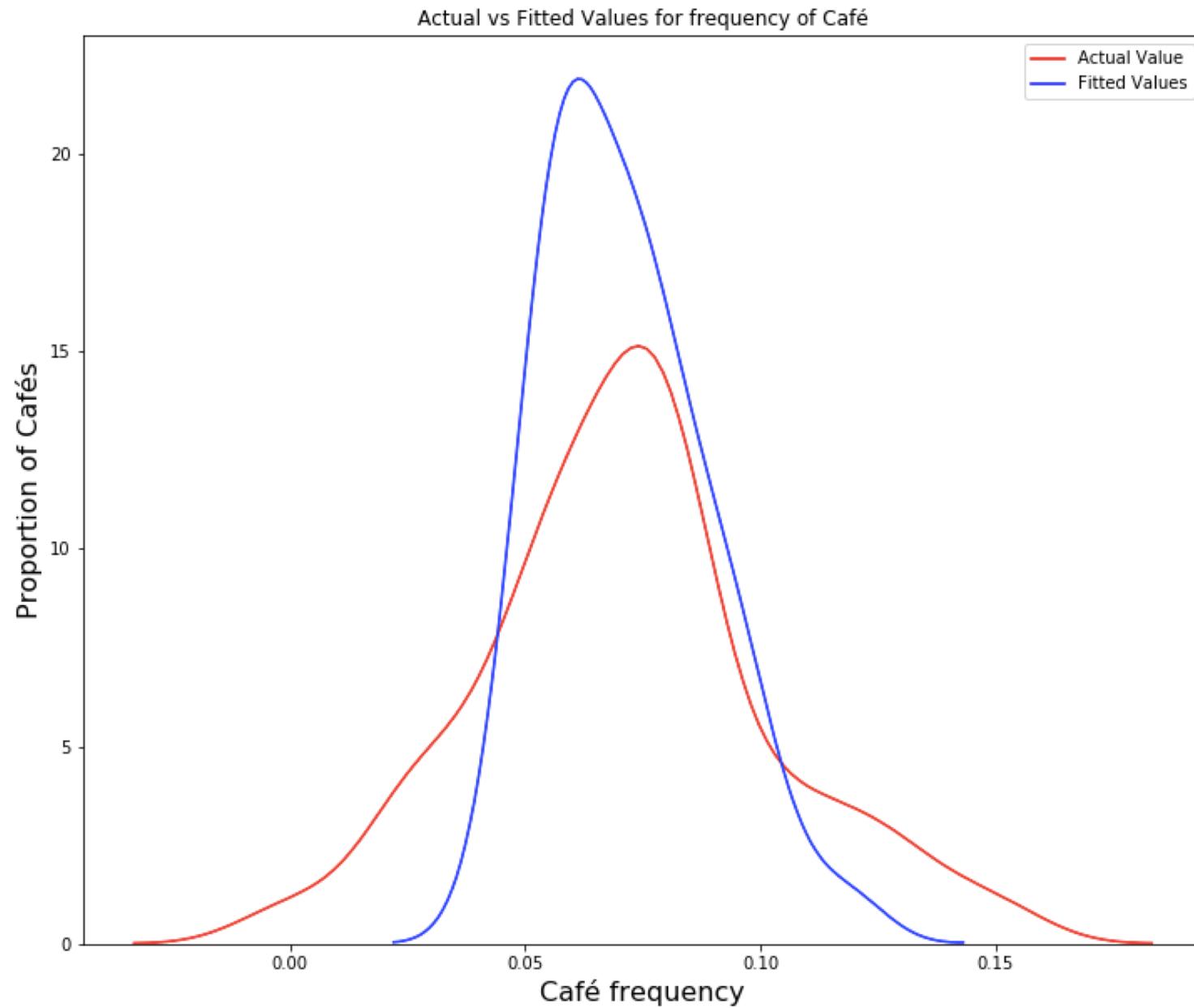
X₁: frequency of Yoga Studios

X₂: frequency of Pizza Places

X₃: frequency of Sushi Restaurants

Independent variables were chosen based on correlation matrix

Performance of Model



Recommendation

We recommend the following neighborhoods for investment in a new Café:

- A) Upper East Side
- B) Stuyvesant Town