**Introduction**[**¶**](https://render.githubusercontent.com/view/ipynb?color_mode=auto&commit=472bdecec6091ebda4ebc87bb9db9b27f3a3a8f7&enc_url=68747470733a2f2f7261772e67697468756275736572636f6e74656e742e636f6d2f4d616468756d697461476f7772697368616e6b61722f49424d2d446174612d536369656e63652d50726f66657373696f6e616c2d43617073746f6e652d436f7572736572612f343732626465636563363039316562646134656263383762623964623962323766336133613866372f4170706c69656425323044617461253230536369656e636525323043617073746f6e652532305765656b253230342532302d253230496e74726f64756374696f6e2e6970796e62&nwo=MadhumitaGowrishankar%2FIBM-Data-Science-Professional-Capstone-Coursera&path=Applied+Data+Science+Capstone+Week+4+-+Introduction.ipynb&repository_id=197708348&repository_type=Repository#Introduction)

The City of New York is the most populous city in the US. It is the financial capital of the US. It is multicultural, and diverse. The city has pulled in a wide range of players into the market. It is a worldwide center of business and trade. The city plays a significant role for finance, retail, world exchange, transportation, the travel industry, media, legal administrations, bookkeeping, theater, design, and human expressions in the US. This implies that the market is exceptionally competitive. As it is developed city, the cost of successfully running a business can be high. Due to this, any new undertaking or extension should be investigated cautiously. The insights derived from analysis will give understanding of the business environment which help in strategically targeting the market. This will help in reduction of risk.

**Business problem**

New York is known for many things, one of them being the cuisine. The cuisine of New York ranges from various nationalities and backgrounds. This is influenced from the history of immigration to NY over the years.

Bubble tea/Boba tea shops have become very popular globally, they attained a value of USD 2.4 billion in 2020, driven by rapid urbanization and rising middle class. Aided by the launch of various flavors and texture of the product, the market is expected to witness a further growth in the forecast period of 2021-2026, growing at a CAGR of 7.5%. The market is projected to reach USD 3.6 billion by 2026. With the industry rapidly growing, you need to make yourself stand out to ensure success.

**Target Audience:**

The client will be choosing Manhattan for their location as it is one of the most diverse Boroughs of New York City, my analysis will be specific to Manhattan. My objective is to locate and recommend which neighborhood of New York City will be best choice to start a bubble tea shop.