

# Skincare Startup NYC

Let's find the best location for our first store!

# 1) INTRODUCTION / BUSINESS PROBLEM

- I have just started my organic skincare company. I already have the prototypes for the cosmetics and a great website but am now looking for a good small commercial store in New York City from where I can start selling my physical products.
- Here the criteria's I am looking for to find the best possible location for my organic skincare shop:
  - **Rent price:** the least expensive as possible
  - **Location** should be in a neighborhood with a high % of blacks or latinos, a high % of women and a low % of public assistance (from experience we sell our high-end skincare mostly to black and latin middleclass women)
- To find the best possible store place we will combine Foursquare and publicly available data from [nyc.gov](http://nyc.gov) and [Kaggle.com](http://Kaggle.com)

## 2) DATA SECTION

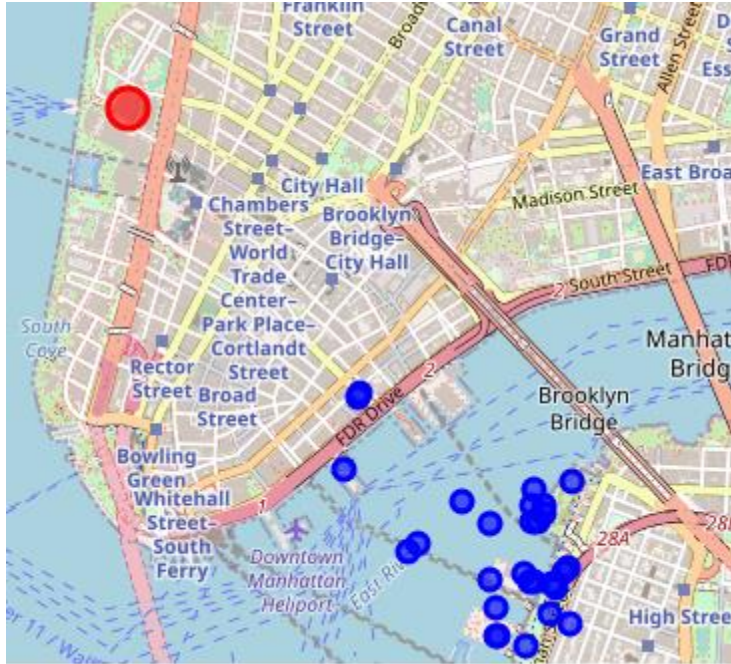
- Price of Venues with the lowest possible rent => color coded map
- Available properties for rent/lease
- Zip codes with highest % of black and /or Latin women + neighborhoods with lowest % of public assistance
- Then cross available property data with interesting zip codes for our business to get a shortlist of venues we want to visit and eventually lease

### 3) METHODOLOGY

- We will use several data sources from Foursquare to nyc.gov to shortlist available properties in preselected areas in NYC.
- We will first look at all venues in NYC and then narrow it down depending on our criteria's.
- We will get data from nyc.gov to find the most interesting zip codes in NYC by focusing on our customer criteria's.
- At the end we will cross available properties with areas where we want to do business. Goal is to shortlist properties we want to visit / lease for our new business.

# FOURSQUARE VENUES

After checking out Foursquare and mapping the results, I unfortunately did not have interesting results. Not enough data, not enough choices and useless categories for a cosmetics business...

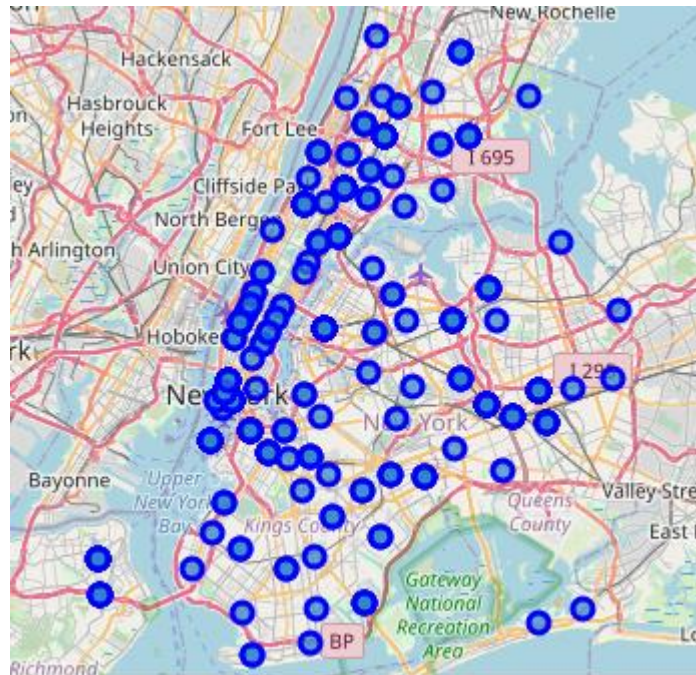


	name	categories	address	crossStreet
0	Brooklyn Bridge Park - Pier 2	Pier	Furman St	Brooklyn Bridge Park Greenway
1	Brooklyn Bridge Park - Pier 2 Yoga Court	Yoga Studio	NaN	NaN
2	NY Waterway Ferry - Wall St/Pier 11 Terminal	Boat or Ferry	South St	at Gouverneur Ln
3	Brooklyn Bridge Park Skating Rink	Roller Rink	Pier 2	NaN
4	Brooklyn Bridge Park - Pier 3	Pier	Brooklyn Bridge Pk Greenway	at Furman St
5	Blue Marble Ice Cream	Ice Cream Shop	Brooklyn Bridge Park - Pier 1	NaN
6	180 Maiden Lane	Building	180 Maiden Ln	NaN

# WWW.NYC.GOV WAS MORE USEFUL

Much more available locations for rent on [www.nyc.gov](http://www.nyc.gov).

Look at all these blue dots. Too much choice...



To reduce the choice let's use the rent price (square feet price) per zip code. Remember we are a startup looking for an affordable location...

	address	city	boro	borocode	SQF Price	zipcode
0	120 Schermerhorn Street	Brooklyn	Brooklyn	3	1047	11201
1	132 West 125 Street	New York	Manhattan	1	1773	10027
2	3000 3 Avenue	Bronx	Bronx	2	317	10455
3	52 Chambers Street	New York	Manhattan	1	1773	10007
4	90-15 Sutphin Boulevard	Jamaica	Queens	4	415	11435



# COLOR CODED MAP (AVERAGE LEASE PRICE)



We color coded the available locations for our startup using the average square feet price per borough.

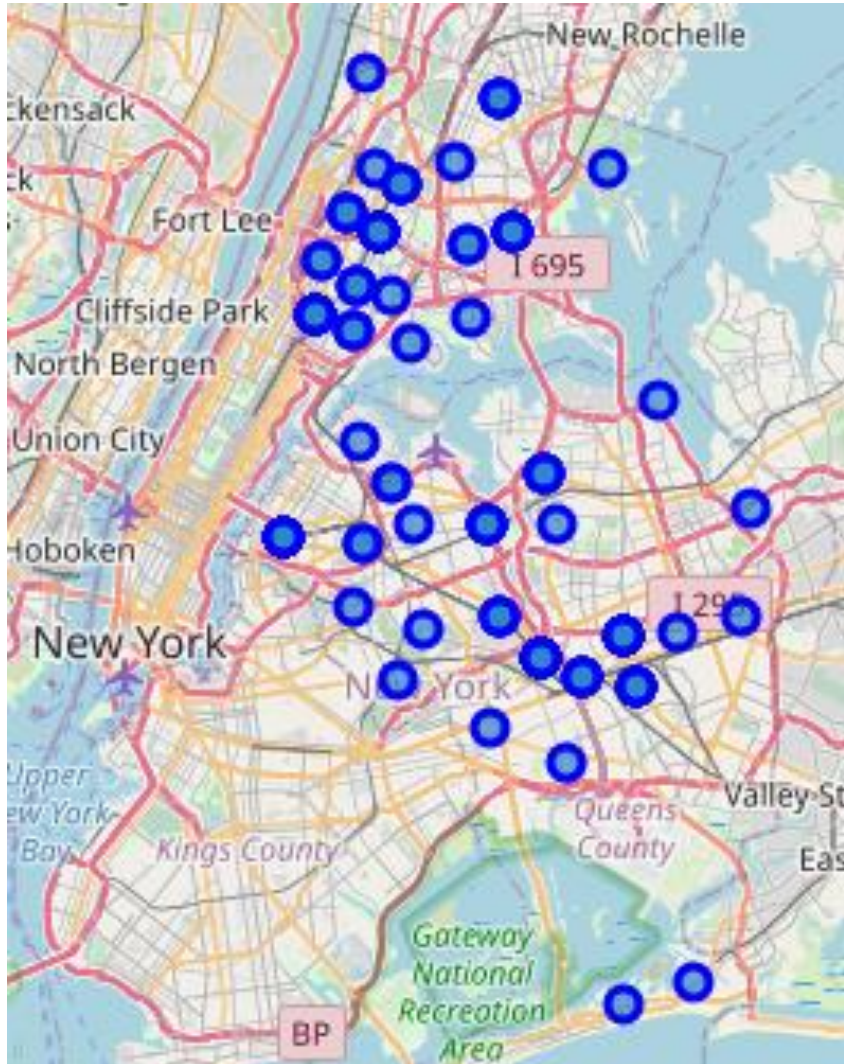
Manhattan (red) and Brooklyn (orange) are too expensive for our business therefore we will skip these locations.

Green affordable locations: Staten Island (bottom left), Bronx (top) and Queens (on the right).

We have decided to drop Staten Island as well (too far away and difficult to access).

We KEEP the green locations in the BRONX (top) and QUEENS (on the right)

# QUEENS AND BRONX LEFT ON THE MAP



After removing Manhattan, Brooklyn and Staten Island we keep all the BRONX and QUEENS locations on our updated map. These are the available locations for lease we can afford for our skincare store.



# WHERE SHOULD WE LEASE? (1/3)

Source: <https://www.kaggle.com/new-york-city/ny-demographic-statistics-by-zip-code>

Now that we know in which neighborhoods we can afford a store (Bronx + Queens), let's look again at our criteria's we want for the perfect location:

From our experience and research, the group who spends most on skincare products are BLACK AND LATIN MIDDLECLASS WOMEN.

To meet our future clients at our new location we want our store to be in a zip code with:

- High % of blacks or Latin people in the neighborhood
- High % of women
- Low % of public assistance (we sell expensive skincare, so our clients are mostly middle class)

# WHERE SHOULD WE LEASE? (2/3)

After lots of data cleaning, below the locations in Queens and the Bronx which match our criteria's (black or Latin neighborhood, high % of women, low % of public assistance)

Four locations in Queens:

	JURISDICTION NAME	Boro	Address	PERCENT FEMALE	PERCENT HISPANIC LATINO	PERCENT BLACK NON HISPANIC	PERCENT RECEIVES PUBLIC ASSISTANCE
141	11354	Queens	32-02 Linden Place	0.5	0.5	0.0	0.0
153	11368	Queens	59-17 Junction Boulevard	0.8	0.6	0.0	0.0
160	11375	Queens	118-35 Queens Boulevard	0.4	0.4	0.6	0.2
186	11432	Queens	166-01 Hillside Avenue	1.0	0.0	0.5	0.0

Nine locations in the Bronx:

	JURISDICTION NAME	Boro	Address	PERCENT FEMALE	PERCENT HISPANIC LATINO	PERCENT BLACK NON HISPANIC	PERCENT RECEIVES PUBLIC ASSISTANCE
58	10451	Bronx	305 Rider Avenue	0.51	0.54	0.37	0.29
59	10452	Bronx	1225 Gerard Avenue	0.71	0.59	0.29	0.18
62	10455	Bronx	3000 3 Avenue	0.63	0.19	0.74	0.26
63	10456	Bronx	1426 Boston Road	0.60	0.60	0.00	0.20
65	10458	Bronx	1 Fordham Plaza	0.48	0.46	0.44	0.37
73	10466	Bronx	4101 White Plains Road	0.60	0.22	0.77	0.26
74	10467	Bronx	3424 Kossuth Avenue	0.61	0.48	0.44	0.31
75	10468	Bronx	2501 Grand Concourse	0.57	0.43	0.44	0.28
77	10471	Bronx	5676 Riverdale Avenue	0.56	0.63	0.28	0.40

# WHERE SHOULD WE LEASE? (3/3)

## RESULTS



The Bronx and Queens both have interesting locations.

As we live in Queens and want to keep the commute as short as possible. We have therefore decided to keep the 4 locations from Queens and not to visit the ones in the Bronx which are further away.

Thanks to our data analysis and mapping we were able to shortlist these 4 venues on the map below.

They represent the perfect mix between affordability and demographics for our future clients. To go further we have arranged meetings with all 4 landlords to make a final decision on these great store locations.