

CAPSTONE PROJECT - THE
BATTLE OF NEIGHBORHOODS
(WEEK 2)

Manhattan



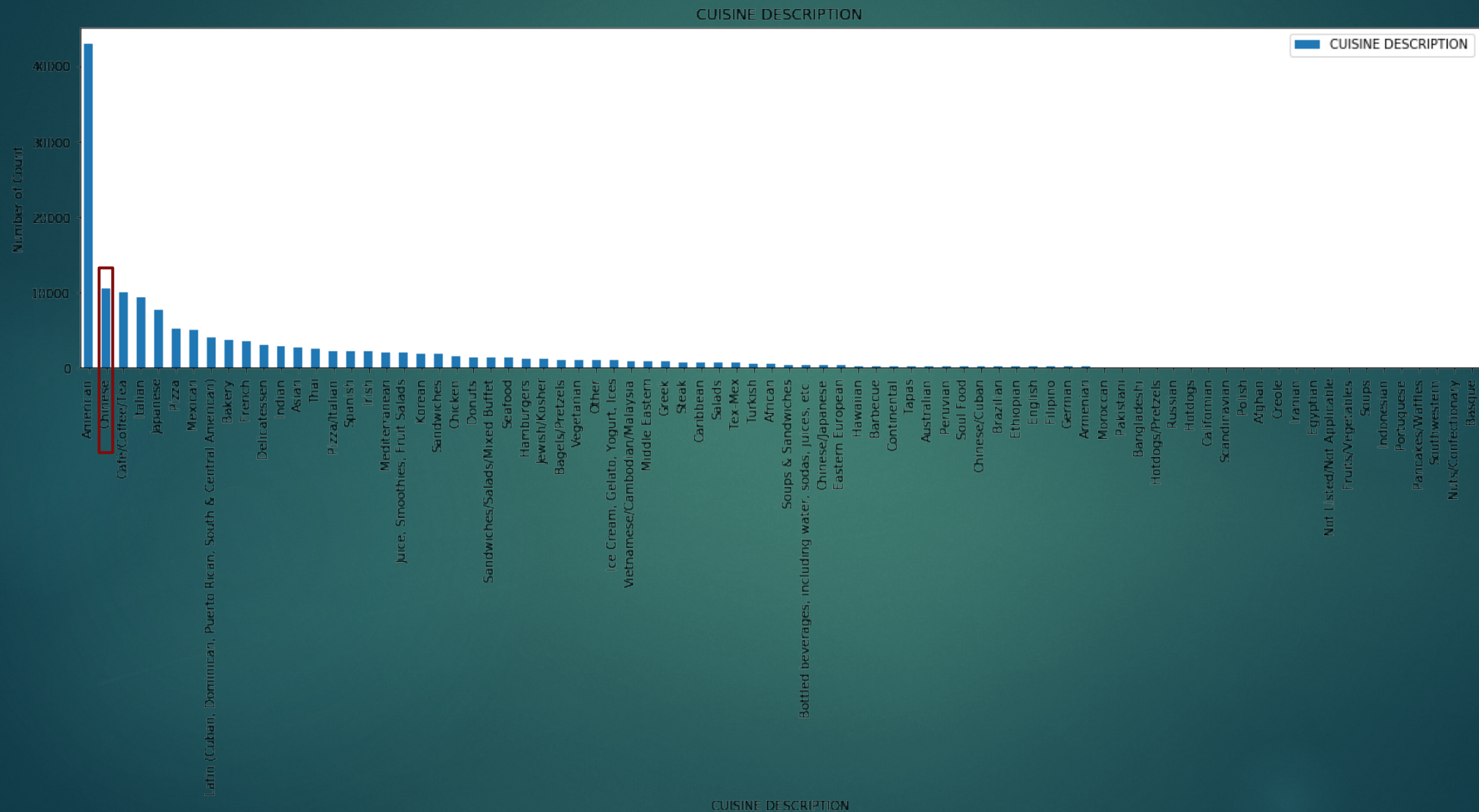
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- ▶ This report begins with a business issue. Focus on the issues you may encounter when opening a new restaurant. There are many factors to consider when setting up a small or large business.
- ▶ Open a fusion Chinese restaurant in Manhattan, New York City. New York City Manhattan Wall Street is the financial center of the United States because real estate is very expensive.
- ▶ Considering the rents in the neighborhood, choosing a place with fewer or no restaurants would be a good choice. This is the effect of reducing profits in order to reduce competition in the industry. Need to find a place that many people visit frequently so that the investor's business is above average.

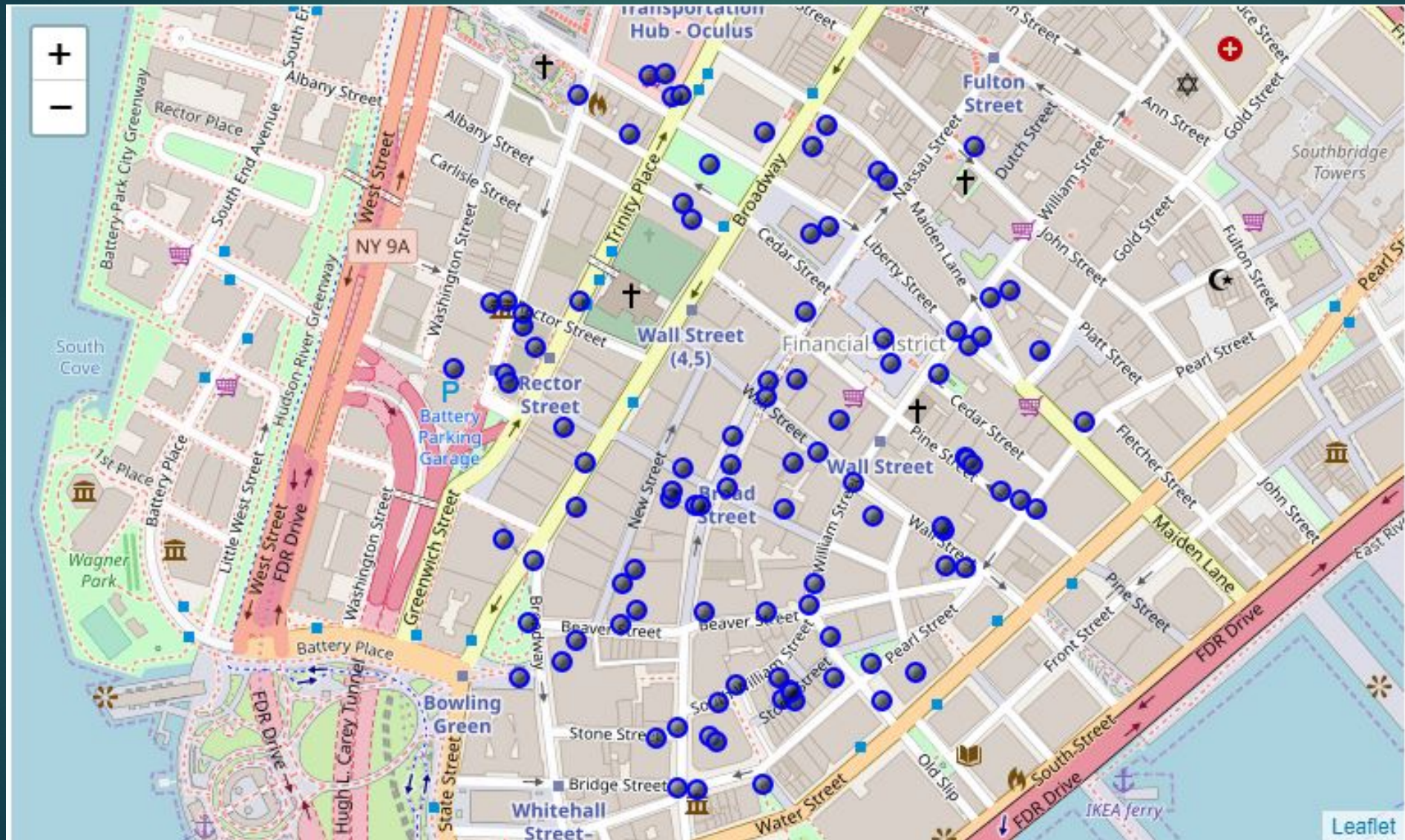
Data source

- ▶ Investors want to open a fusion Chinese restaurant in Manhattan, New York City, so first I compare the data from the restaurant location, because for this project, choosing a place with fewer or no restaurants would be a good choice. The plan only tests the data I retrieved. I will use a formula to find out which community is suitable for a new restaurant. Let's search for each location in the main place listed by Foursquare. This table finds 100 places. This histogram highlights the proportion of each place. It is very uniform. For Manhattan, it is known to be in a logical view of Manhattan. We can already point us to one place instead of another.

Manhattan all restaurants

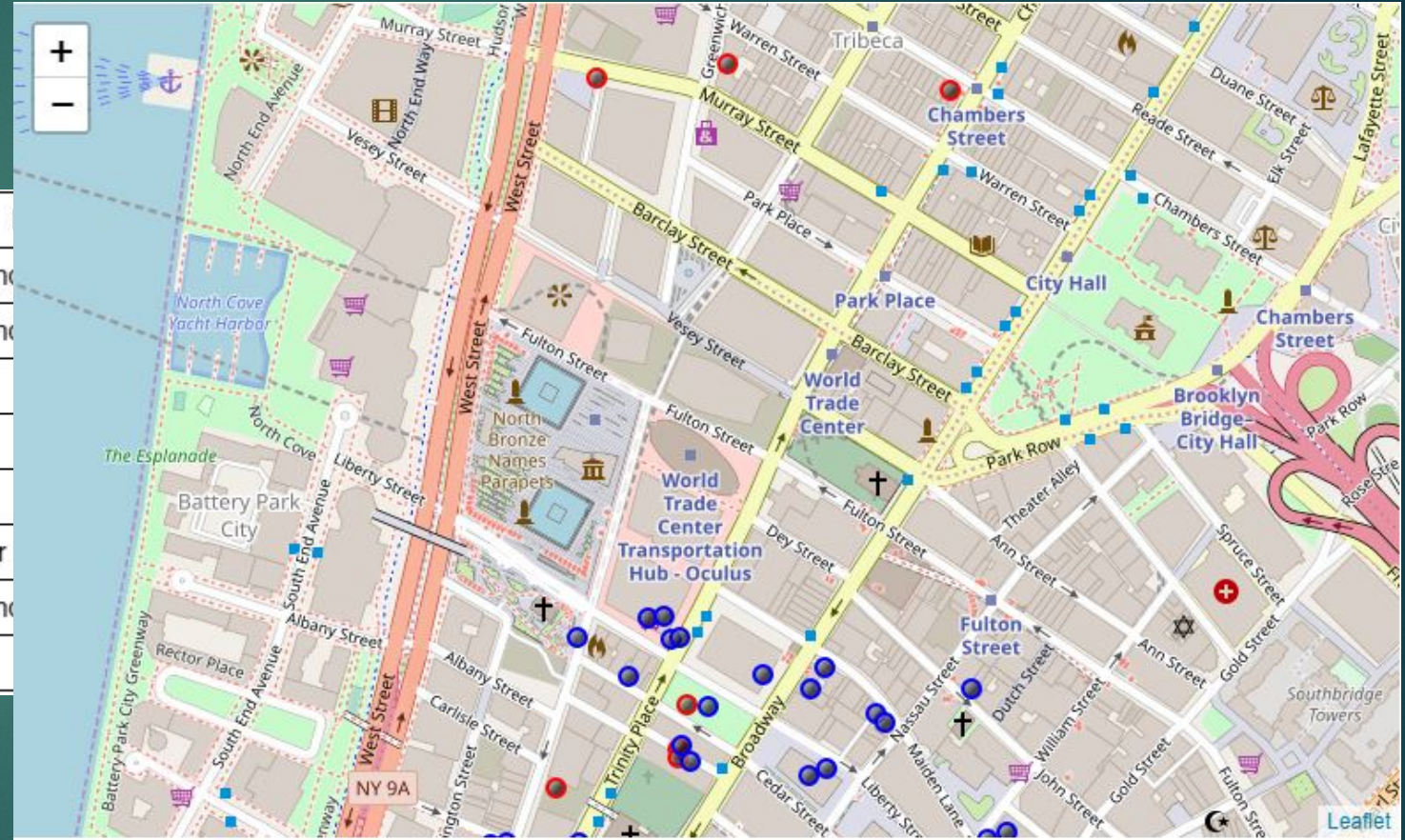


Force on Wall Street for restaurants

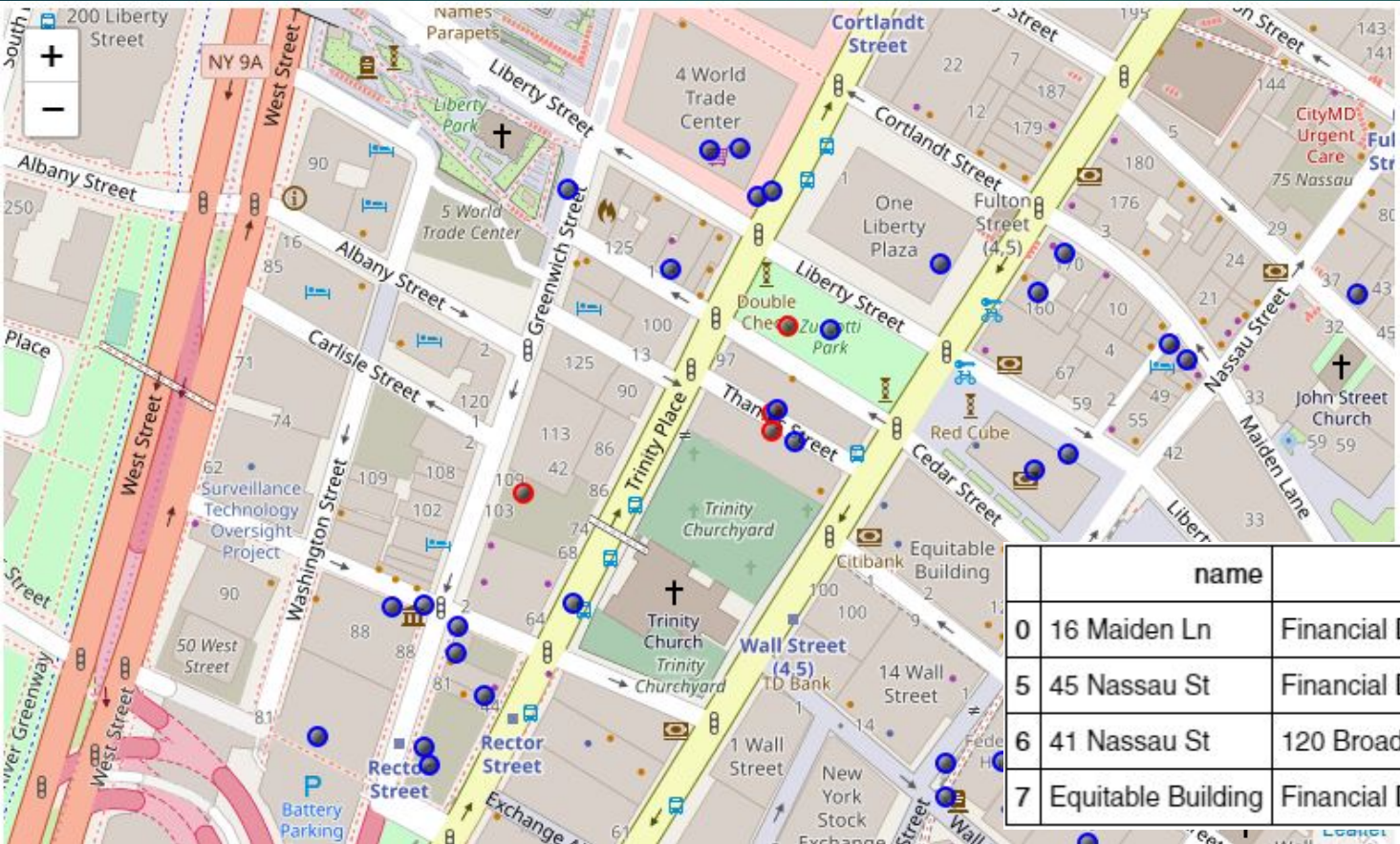


Rental market on Wall Street

	name	Area	
0	16 Maiden Ln	Financial District, New York City, NY	Floor Ground
1	141 Duane St	Tribeca, New York City, NY	Floor Ground
2	124 Chambers St	Tribeca, New York City, NY	Space
3	77 Warren St	Tribeca, New York City, NY	Space
4	291 Broadway	Financial District, New York City, NY	Space
5	45 Nassau St	Financial District, New York City, NY	Floor Lower
6	41 Nassau St	120 Broadway, New York, NY,	Floor Ground
7	Equitable Building	Financial District, New York City, NY	Space



Rental market on Wall Street



Only 4 locations near Wall Street

	name	Area	Level	sqft	lat	lng
0	16 Maiden Ln	Financial District, New York City, NY	Floor Ground	1200	40.70927	-74.0115
5	45 Nassau St	Financial District, New York City, NY	Floor Lower Level	6050	40.70887	-74.0116
6	41 Nassau St	120 Broadway, New York, NY,	Floor Ground	1650	40.70879	-74.0116
7	Equitable Building	Financial District, New York City, NY	Space	16980	40.70851	-74.0131

We consider that our investors are the main factor in commercial dinner service.

Analysis and Result

- ▶ Too big a supply is not available. So Equitable Building is not going to choose.
- ▶ Too few places to supply can not meet the needs of the restaurant. So 16 Maiden L and 41 Nassau St are not going to choose.
- ▶ We are able to find suitable investors in neighboring Wall Street, Manhattan, New York City under the constraints of market supply. The result is 45 Nassau St = 6050 sq ft

	name	Area	Level	sqft	lat	lng
5	45 Nassau St	Financial District, New York City, NY	Floor Lower Level	6050	40.70887	-74.0116