

CAPSTONE PROJECT: BATTLE OF NEIGHBOURHOODS

Introduction

New York City (NYC) is one of the largest and wealthiest cities in the world. The population of the city as of 2019 was 8.3 million with a population increase rate of 0.3 % annually. Over the years, the city has been a melting point of people from different nationalities and cultures as people come to the city looking for new opportunities. With different kinds of people living in the city comes different tastes and the city has a diverse culinary culture to cater to the needs of people. But even with such a diverse population, there is one beverage that unites the whole city. Yes, it is Coffee.

NYC is the biggest consumer of coffee in USA. The city claimed the top rank in two key categories: the per-capita number of coffee shops, coffee houses and cafés; and the per-capita number of coffee establishments with high ratings. Close to 13 % of adults drink coffee in the city, and the average household here spends nearly \$132 a year on coffee (14th in the nation). But New York also has the nation's 15th most expensive cappuccinos with an average price of \$4.40 according to WalletHub.

Being such a huge financial and population centre the city entices many to open up new businesses, so I look forward to open a new Coffee Shop in the city by examining various boroughs and neighbourhoods of the city and finding the optimal location for it.

Data

Data used in the project:

- 1) https://cocl.us/new_york_dataset: This dataset contains information regarding the boroughs and the neighbourhoods of New York City. It will help us to explore locations.
- 2) Foursquare API: We will use Foursquare API to get information regarding the various coffee shop venues across the city to compare them.
- 3) Wikipedia Page of New York City: We will use the information from this page to compare the area, population, wealth of different boroughs.
- 4) GeoSpace data: We will use geospace data of New York City to visualize maps.