

Battle of the Neighborhoods

Tess Prebe





Which Neighborhood is the Best?

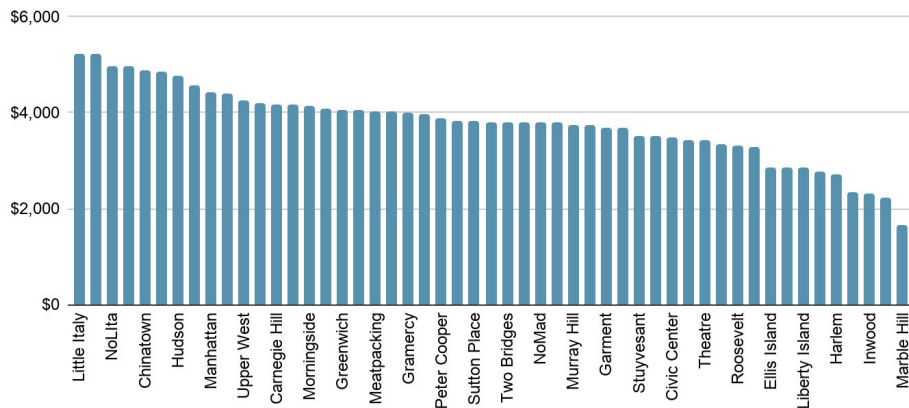
- Client looking to build an apartment building
 - Something affordable for working millennials
- Located in Manhattan
 - Near Financial District and Midtown
- Needs essentials venues in walking distance
 - Ex: coffee shops, gyms, restaurants, grocery stores, etc.
- East Harlem, Yorkville and Murray Hill fit best.



Data

- Foursquare API
 - Information on venues
- Geopy
 - Longitude and Latitude for neighborhoods
- StreetEasy
 - Top 6 affordable neighborhoods

Average Rent in Manhattan



<https://www.rentcafe.com/average-rent-market-trends/us/ny/manhattan/>



Methodology

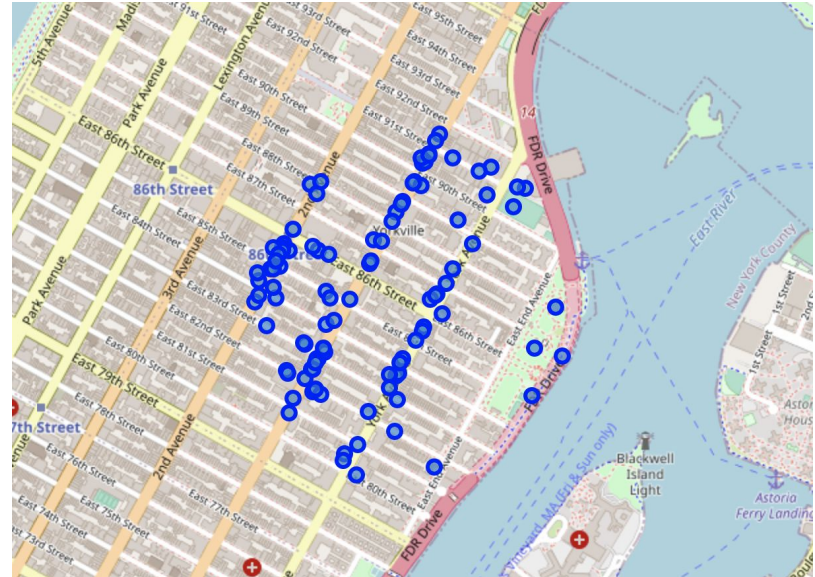
- Import data
- Create New York City data frame
- Narrow down to Manhattan
- Found closet venues, most common venues, and map

```
----Murray Hill----  
      venue  freq  
0      Coffee Shop 0.07  
1           Hotel 0.06  
2 Japanese Restaurant 0.05  
3           Bar 0.04  
4      Sandwich Place 0.04
```

	name	categories	lat	lng
0	Ippodo Tea Co.	Tea Room	40.749757	-73.977733
1	Kajitsu	Japanese Restaurant	40.749763	-73.977688
2	Perk Kafe	Coffee Shop	40.747768	-73.977363
3	Sons of Thunder	Hawaiian Restaurant	40.747970	-73.975751
4	Shake Shack	Burger Joint	40.749666	-73.975719

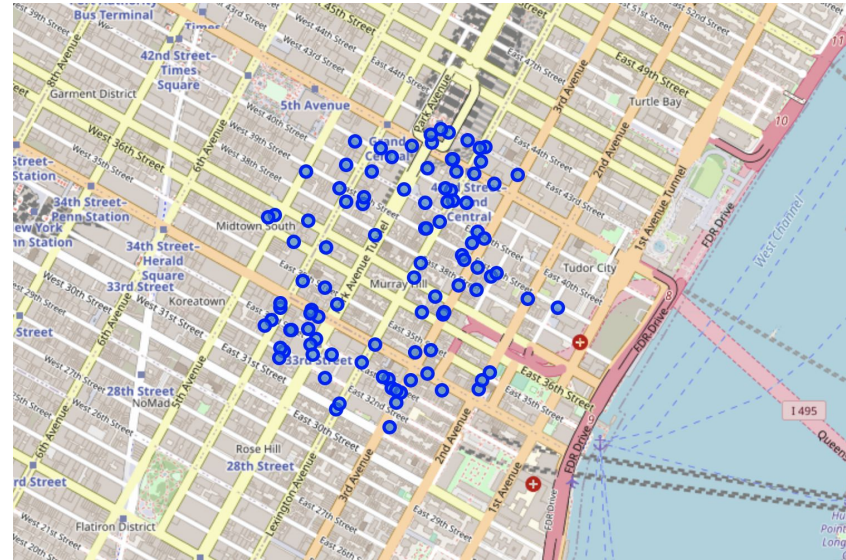
Results: Yorkville

- Located in the Upper East Side of Manhattan
- Closest venues: bagel shop, gym, wine shop, liquor shop, and diner
- Median rent: \$2,450
- Most common venues are Italian restaurants, coffee shops, gyms, and bodegas.



Results: Murray Hill

- Located on the east side of midtown
- Closest venues: a tea room, a Japanese restaurant, a coffee shop, and a Hawaiian restaurant
- Median rent: \$2,700
- Most common venues: coffee shops, sandwich places, Japanese restaurants, and hotels.



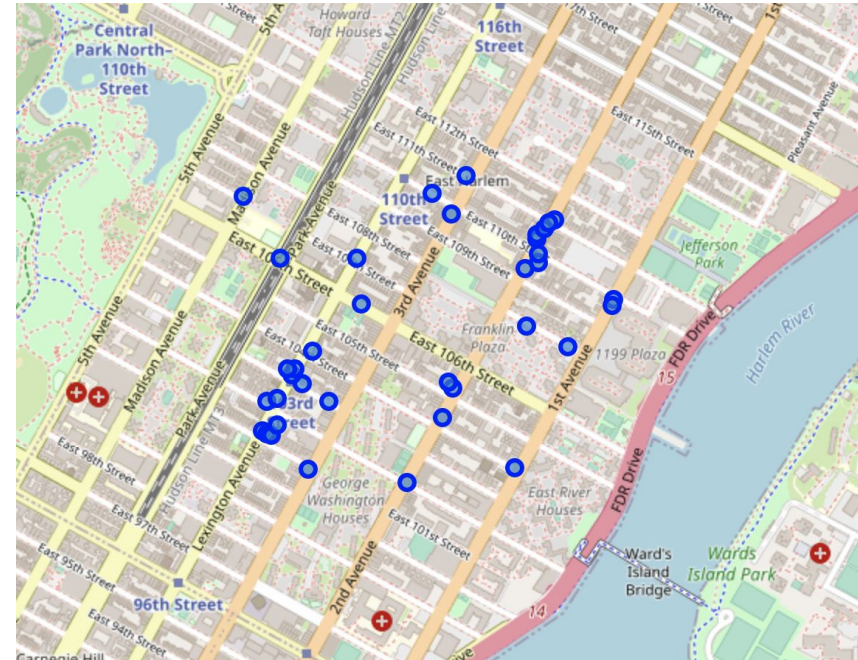
Results: Hamilton Heights

- Located near the top of the island, near West 145th street.
- Closest venues: two cocktail bars, a cafe, an Italian restaurant, and a yoga studio.
- Median rent: \$2,278
- Most common venues: pizza places, cafes, bodegas, and coffee shops.



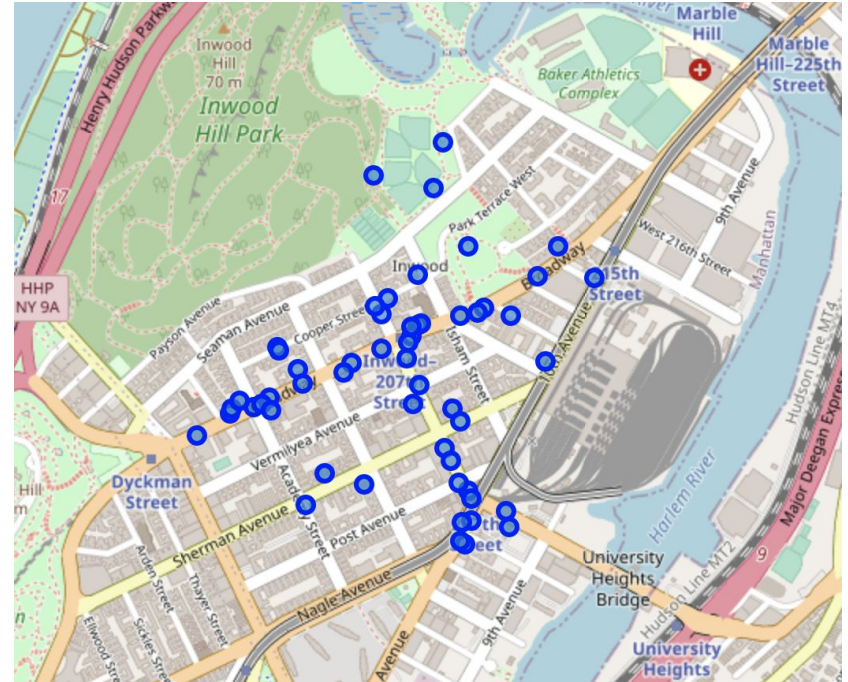
Results: East Harlem

- Located near the top right of Central Park
- Closest venues: a beer bar, a Mexican restaurant, a Latin American restaurant, and a bakery.
- Median rent: \$2,100
- Most common venues: Mexican restaurants, bakeries, Thai restaurants, and Latin American restaurants.



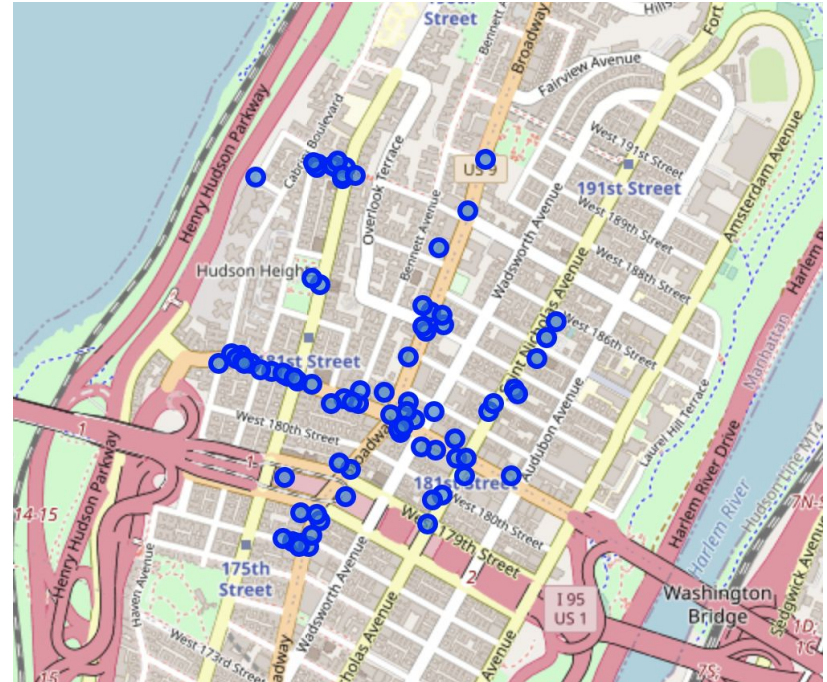
Results: Inwood

- Located at the very top of the island near the Bronx.
- Closest venues: a farmers market, a wine shop, a bakery, and a bodega.
- Median rent: \$1,850
- Most common venues: cafes, Mexican restaurants, restaurants, and lounges.



Results: Washington Heights

- Located near the Trans Manhattan Expressway.
- Closest venues: a restaurant, a cafe, a bodega, and another cafe.
- Median rent: \$2,021
- Most common venues: cafes, bakeries, mobile phone shops, and bodegas.





Discussion

- Inwood, Hamilton Heights and Washington Heights are too far away
- East Harlem is far but lowest price.
- Yorkville is closer but the highest price and quiet neighborhood.
- Murray Hill is right in Midtown and near nightlife.



Conclusion

- Many good neighborhoods in New York
 - Important to know what qualities you want'
- All 6 neighborhoods had great venues
- East Harlem, Murray Hill and Yorkville were best