

# Battle of Neighborhoods

Finding the promising locations for an Italian restaurant

# Promising locations for an Italian restaurant

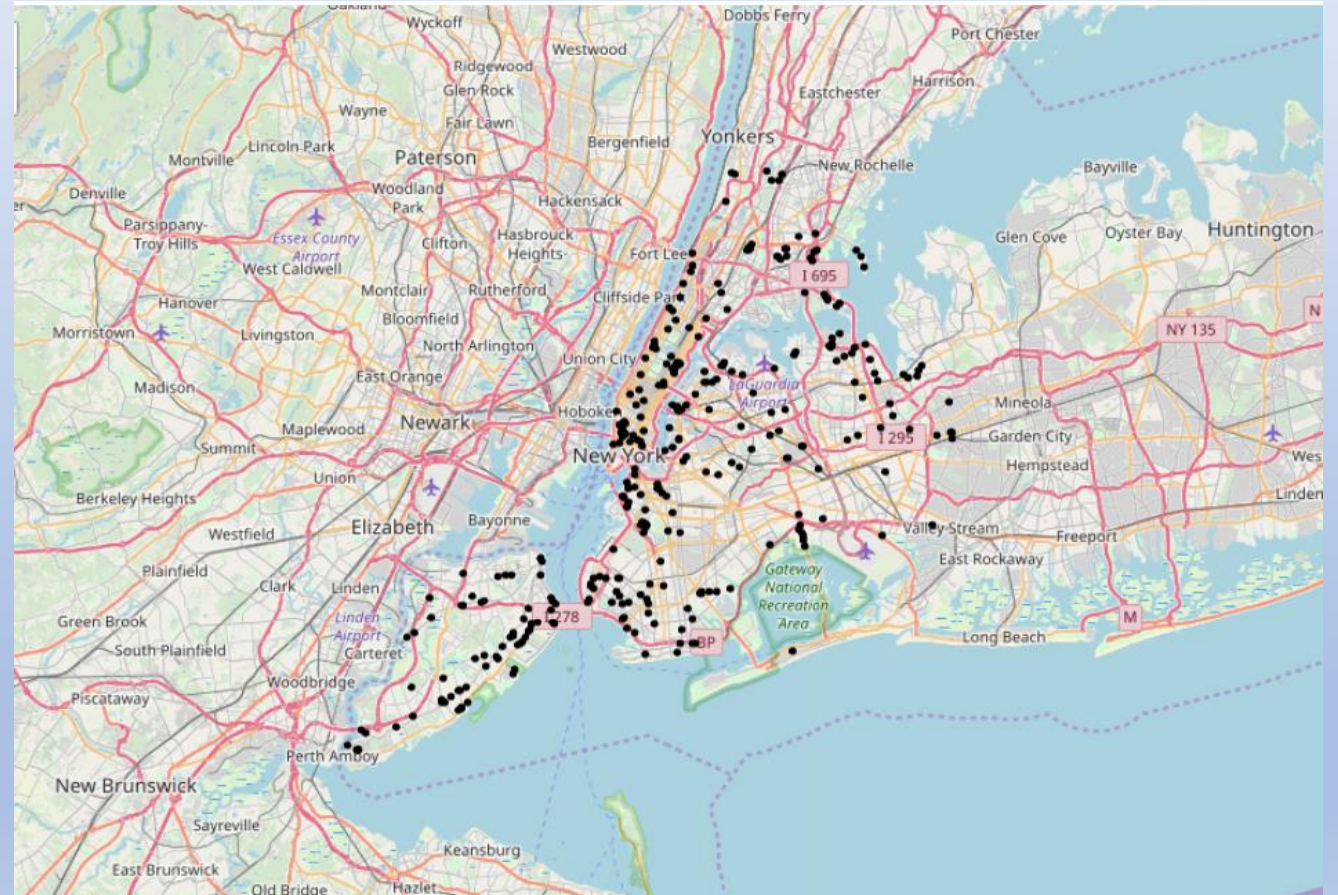
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- New York City, the largest and most populous city in the United States, divided in 5 boroughs with their own demographic, cultural, linguistic and financial specificities.



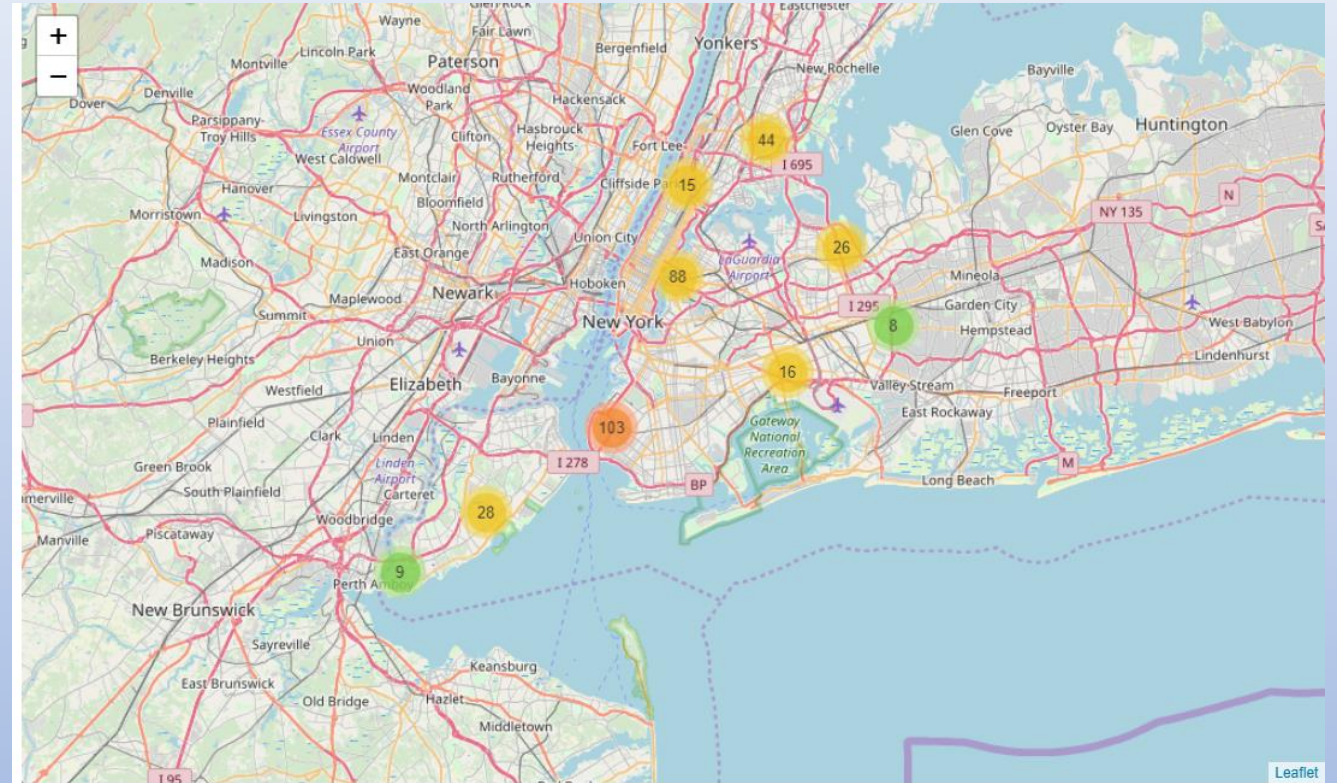
# Place for a new Italian restaurant

- The town offers a wide range of restaurants.
- it is not easy to open a new venue with a good chance of success.
- According to the Foursquare service, the city already has 337 venues in the Italian restaurant category.





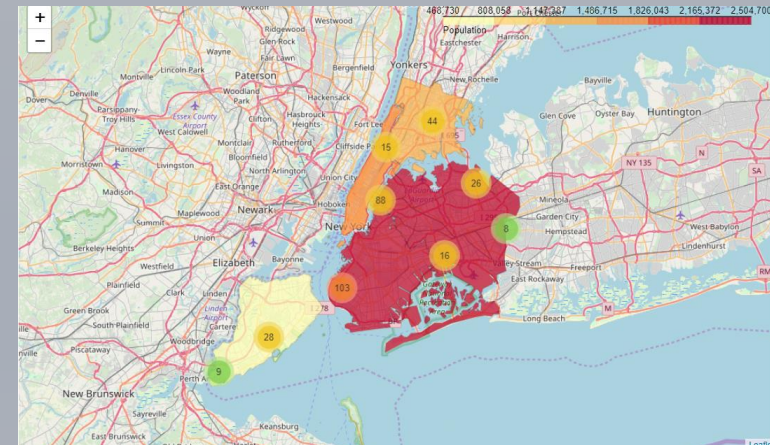
- They are not evenly distributed.



# Analysis

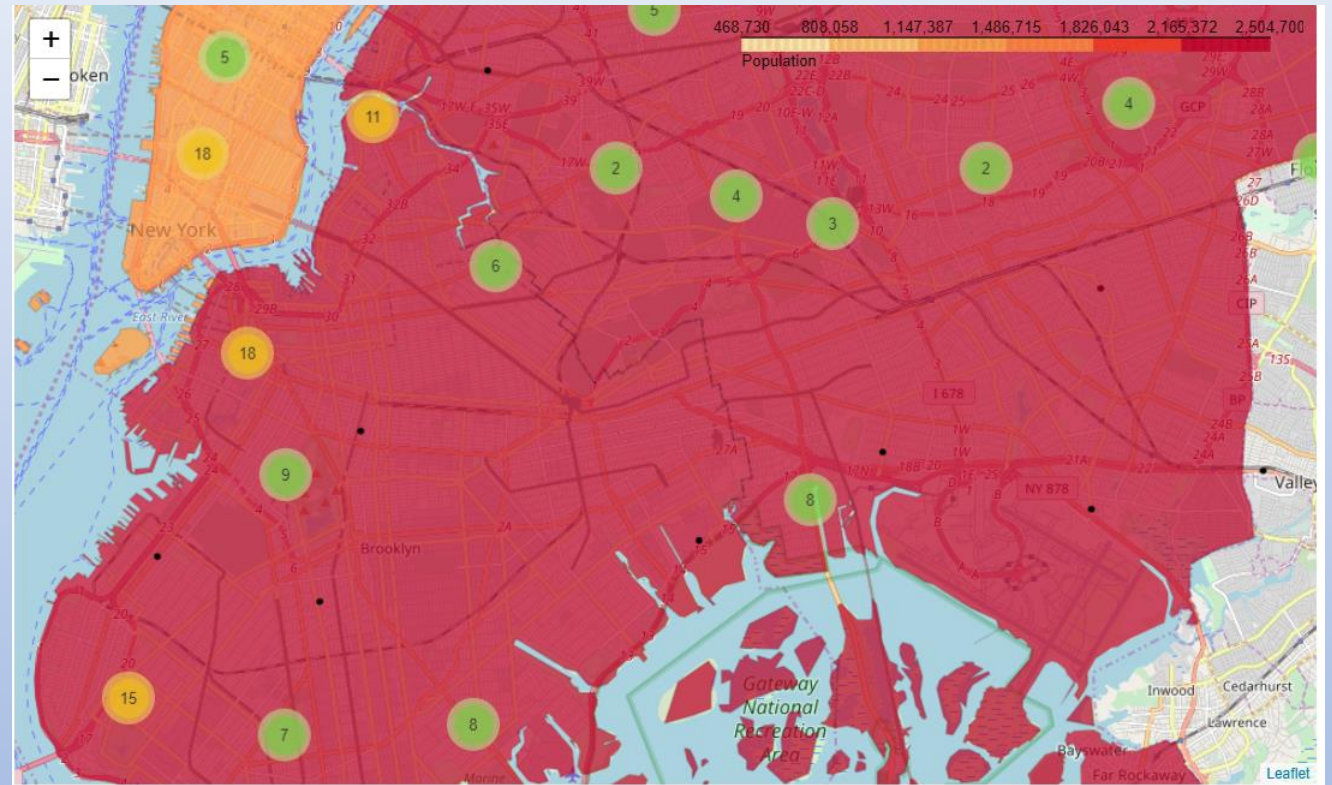
- Comparison of the location of Italian restaurants and the population density of the city

|   | Borough       | 2010 Population |
|---|---------------|-----------------|
| 1 | Brooklyn      | 2504700         |
| 3 | Queens        | 2230722         |
| 2 | Manhattan     | 1585873         |
| 0 | Bronx         | 1385108         |
| 4 | Staten Island | 468730          |



# Analysis

- Density of Italian restaurants in the most populated areas



# Results

## **The most promising neighborhoods for the establishment of an Italian restaurant in Brooklyn:**

- Boerum Hill
- Brighton Beach
- Coney Island
- Ditmas Park
- Downtown
- Erasmus
- Fulton Ferry
- Madison
- Manhattan Beach
- Prospect Heights
- Prospect Lefferts Gardens
- Starrett City
- Sunset Par

# Results

- **The most promising neighborhoods for the establishment of an Italian restaurant in Queens:**
- Astoria
- Bellaire
- Blissville
- Briarwood
- Brookville
- East Elmhurst
- Holliswood
- Jackson Heights
- Maspeth
- North Corona
- Pomonok
- Rockaway Park
- Rosedale
- South Ozone Park
- St. Albans
- Utopia
- Whitestone



# Conclusion and future directions

- Simplified approach
- More factors to be considered
- First step to narrow down the area of New York
- Preferences of the stakeholders