

BATTLE OF THE NEIGHBORHOODS

BEST LOCATION FOR A
MEXICAN RESTAURANT
IN MANHATTAN, NEW
YORK



Best Neighborhood in Manhattan for a Mexican Restaurant?

- According to an article in Fast Food Industry Analysis 2018 - Cost & Trends, Fast Food revenue in the United States was \$200 billion in 2015.
- The industry is expected to have an annual growth of 2.5% for the next several years
- The United States fast food market continues to be dominated by hamburger fast food restaurants, accounting for over 30% of industry sales. However that market share is sliding, and Mexican food in particular has been gaining
- Data Points:
 - Age, Population, Race, Household income and Top Venue Categories

Data Research, Acquisition and Cleaning

- Data was broken into segmented data sets for specified use
- Nan or unrelated features were deleted
- Duplicated or similar features were removed

Manhattan stats;
age, race, employment
status & income extracted
from New York open data:

[https://data.cityofnewyork.us/
browse?category=City+Gove
rnment&limitTo=datasets](https://data.cityofnewyork.us/browse?category=City+Government&limitTo=datasets)

Wikipedia data was
scraped for
Neighborhood population
stats:

[https://www.worldatlas.com/a
rticles/manhattan-
neighborhoods-by-
population.html](https://www.worldatlas.com/articles/manhattan-neighborhoods-by-population.html)

Fast Food Industry
research:

[https://www.franchisehelp.co
m/industry-reports/fast-food-
industry-analysis-2018-cost-
trends/](https://www.franchisehelp.com/industry-reports/fast-food-industry-analysis-2018-cost-trends/)

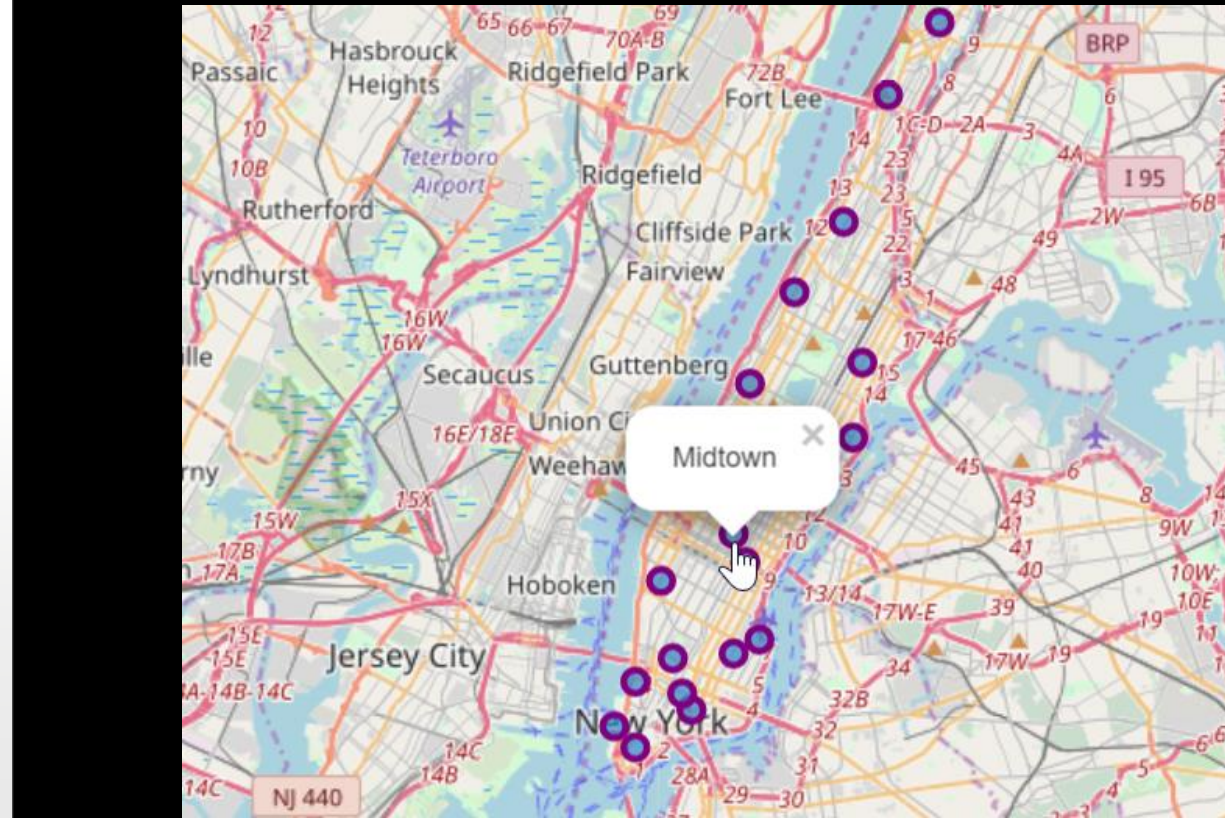
MANHATTAN NEIGHBORHOOD COORDINATES

Midtown is Manhattan highest
populated neighborhood.

391,397- total population

Little Italy is the lowest populated
neighborhood

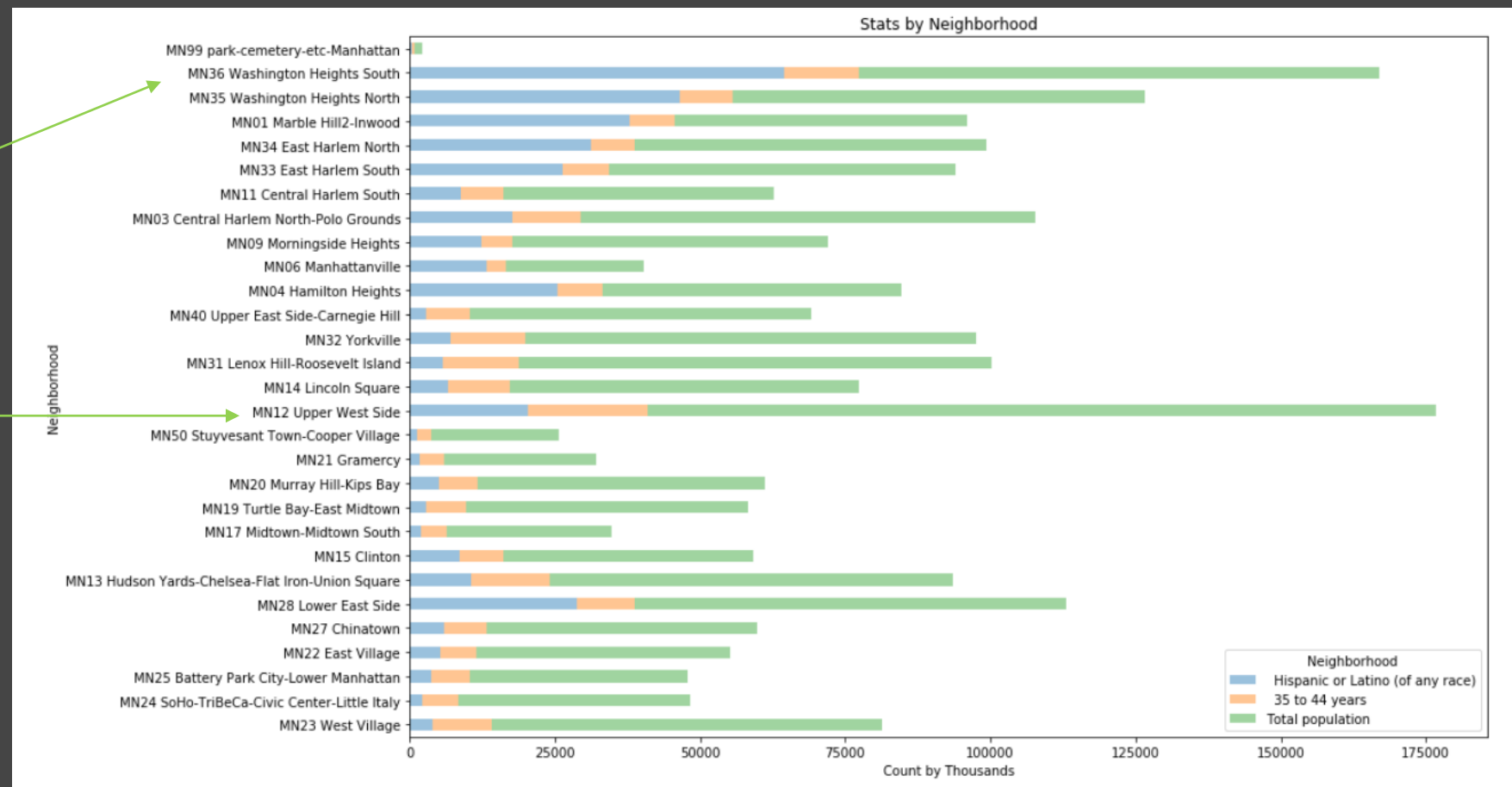
1,211 – total population



Comparison of Stats by Manhattan Neighborhoods by Target Data Points

Washington Heights South is the highest populated Hispanic neighborhood

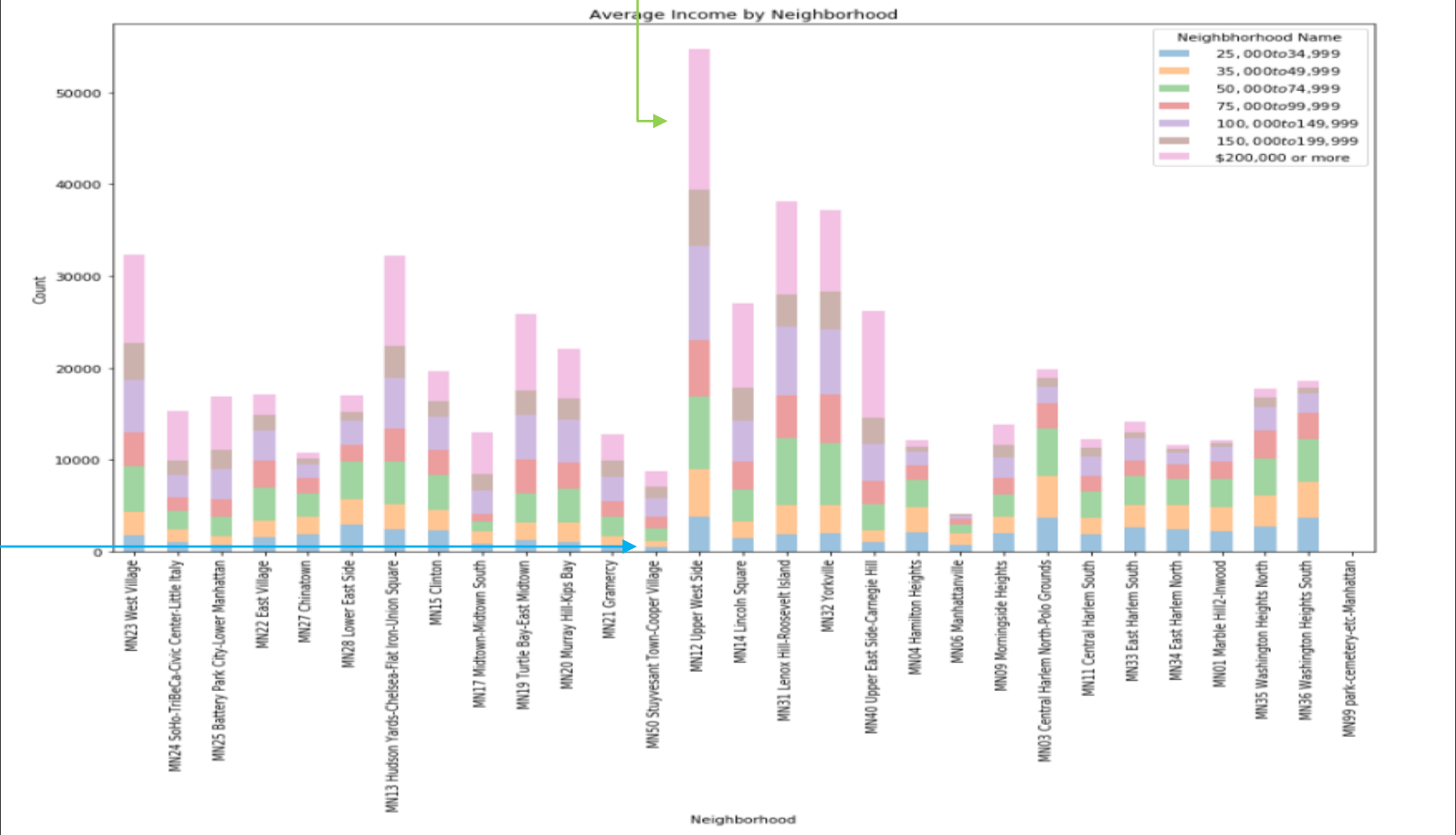
Upper West Side is the highest populated neighborhood



Comparison of Income Stats by Manhattan Neighborhoods

Upper West Side is the highest income neighborhood

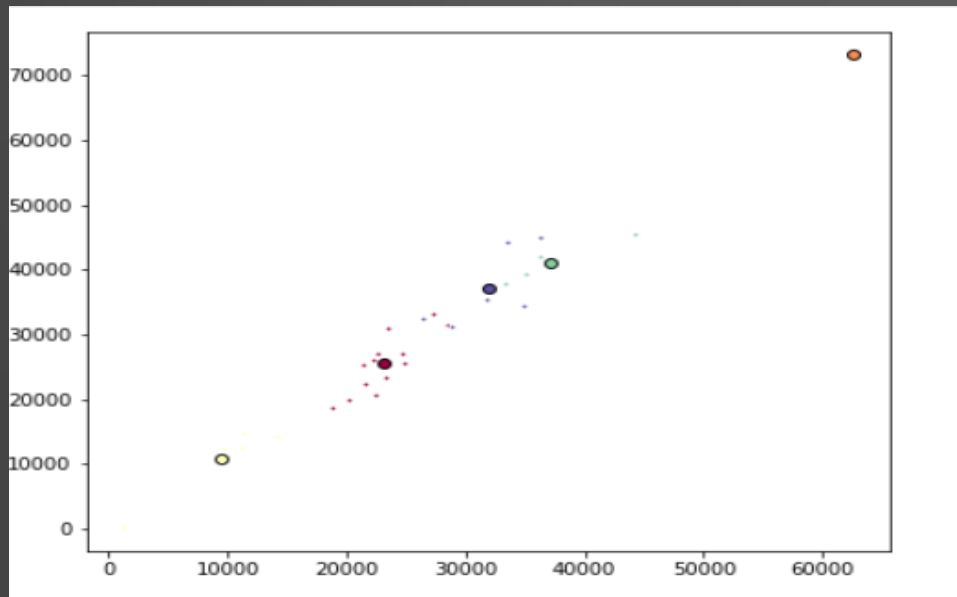
Cooper Village is the lowest income neighborhood



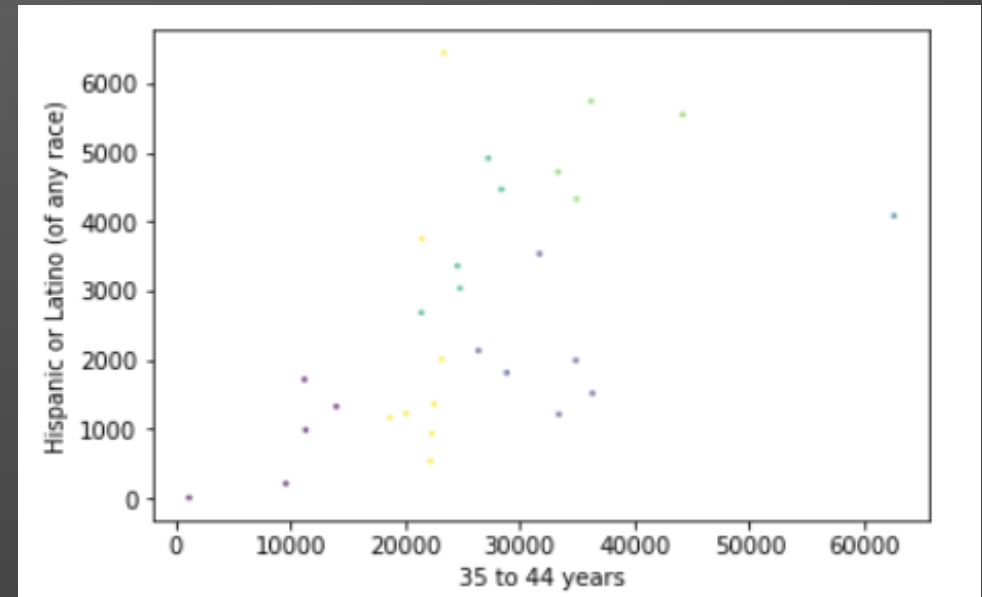
Neighborhoods Segmentation

K-Means Clusters

- Clusters created from full Data Set

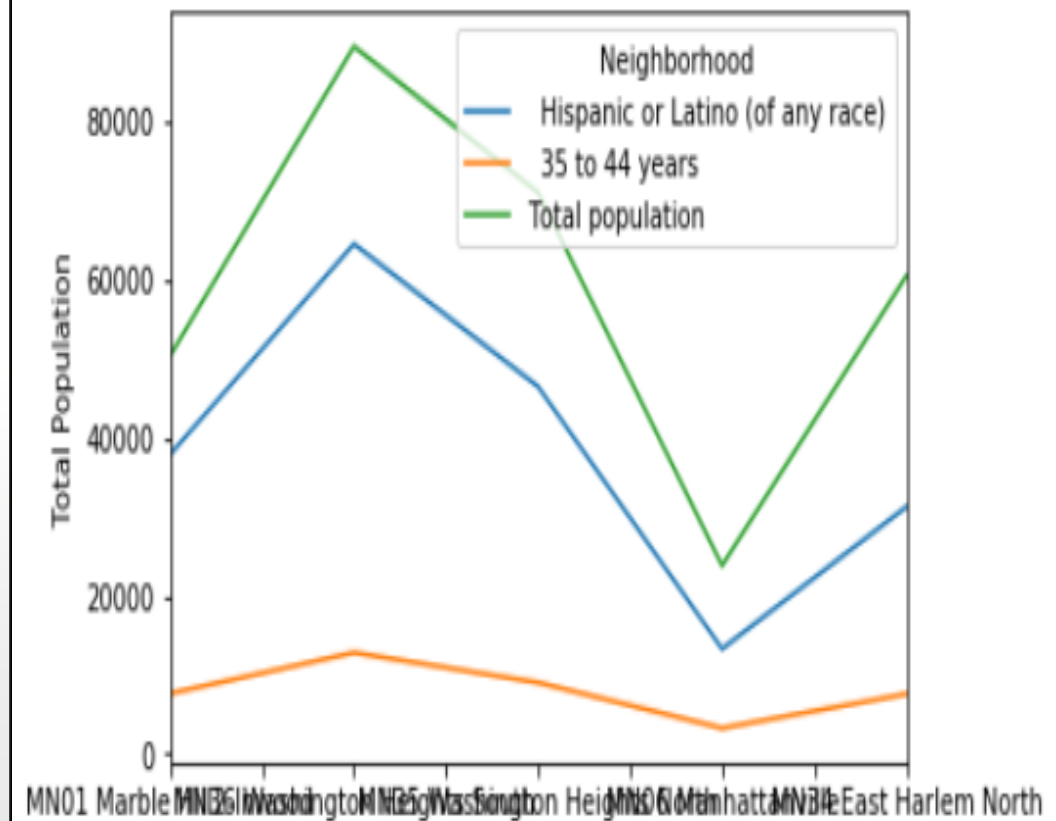


- Clusters created from Top 5 Hispanic neighborhoods. (Race & Age)

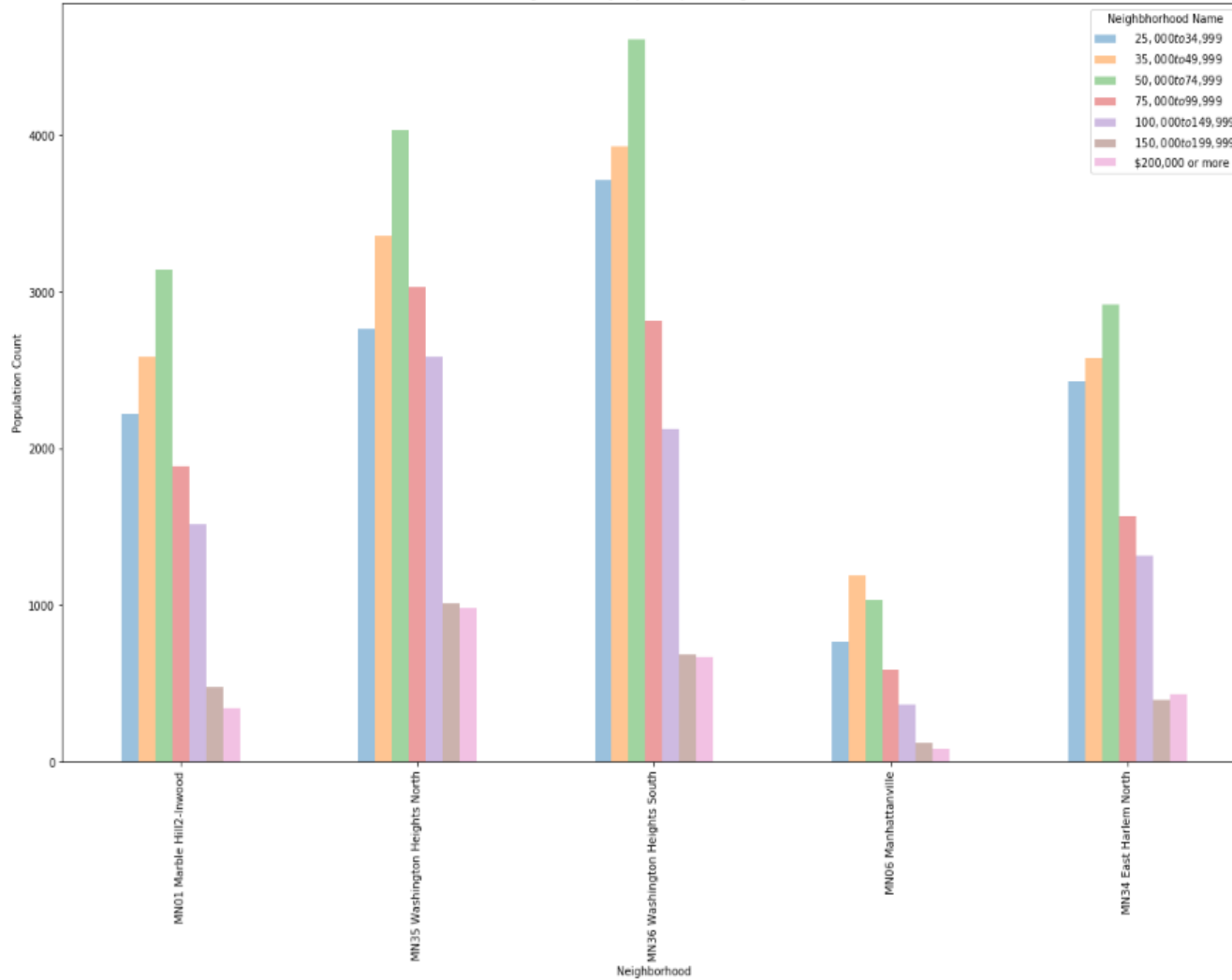


TOP 5 STATS RESULTS

- Target average age of 35 to 44 years is constant within our 5 neighborhoods.
- Washington Heights is the highest populated Hispanic race with the highest target age group of 35 to 44 years
- Manhattanville has the lowest populated Hispanic race with the lowest target age group of 35 to 44 years



Average Income by Top 5 Hispanic Neighborhoods



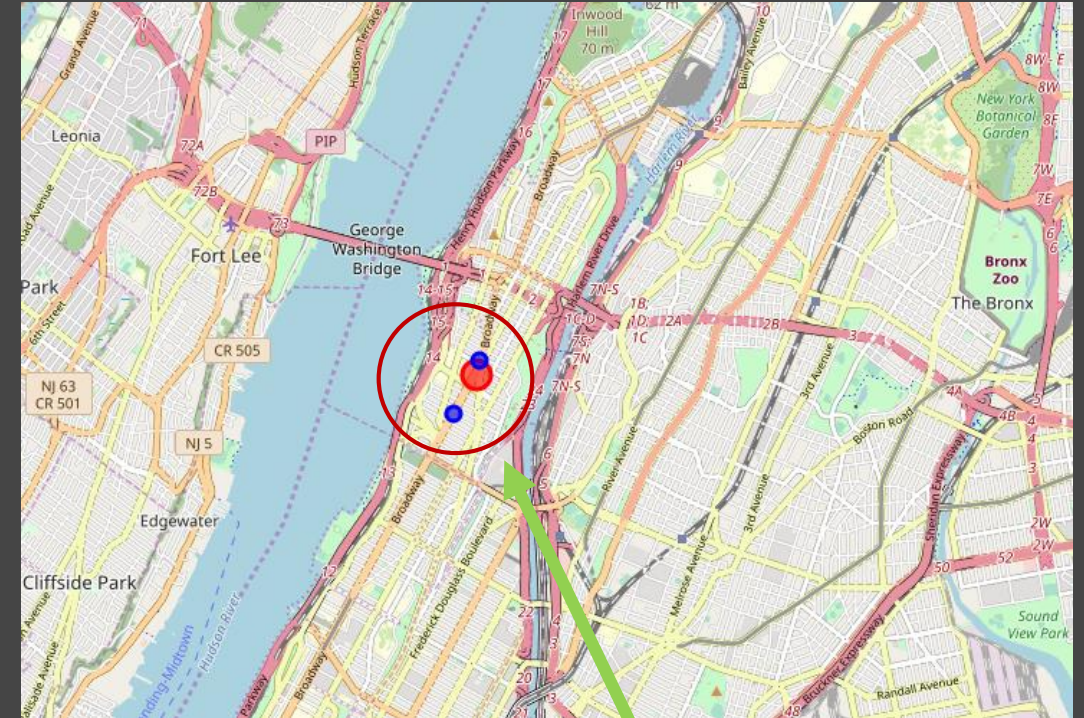
TOP 5 INCOME STATS RESULTS

- Washington Heights South has the highest average income of \$25,000 to \$74,999
- Washington Heights North has the highest average income > \$200,000
- Manhattanville has the lowest income combined

Best Location !!

WINNER IS WASHINGTON HEIGHTS!

- Highest populated Hispanic Neighborhood
- Highest populated target age group within 35 to 44 years
- Highest Hispanic average household income of \$50,000 to \$74,999
- 30 venues around Washington Heights
- 2 “Mexican” type restaurants located within 500 miles of Washington Heights Coordinates
- There are currently no trending venues



2 Mexican Restaurants