## Capstone Project - The Battle of Neighborhoods

## Manhattan Grocery Store Location Suggestion

**Author: Vijay Unnikrishnan**

**Business Problem:**

New York City (NYC) is the most populous city and most densely populated major city in the United States. A global power city, New York City has been described uniquely as the financial capital of the world and exerts a significant impact upon commerce. Needless to say, the city and especially its borough Manhattan provides immense opportunities for entrepreneurs and businessmen.

NYC's food culture includes an array of international cuisines influenced by the city's immigrant history. This is evident from the fact that the city has a humongous number of restaurants, bars, cafes, joints et al. in its neighborhoods which creates a huge demand for raw materials to be supplied to these food outlets with quality and in a timely manner. In other words, a large-scale Grocery store which would cater mainly in storing and supplying items required for restaurants' inventory. One of the challenge for any business to flourish is to carefully select the neighborhoods where it wants to target its customers.

Here finding the right Manhattan's neighborhoods for opening a Grocery store is the mission and we will try to achieve it by using dataset containing NYC Boroughs and Neighborhood features coupled with data science techniques, which would eventually help potential clients to make informed decision.

**Target audience:**

Potential clients looking to set up a new large-scale Grocery Store in the neighborhoods of Manhattan but needs suggestions and recommendation regarding which neighborhoods would best suited based on customers being targeted.

**Stakeholders:**

1. Government
2. Contractors
3. Business owner
4. Real estate agents