Choosing the Best Neighborhood for a Tattoo Parlor

October 10, 2021

Criteria for Selecting the Neighborhood

- 1. The neighborhood will have a large number of residents aged 18 to 39.
- 2. The neighborhood will be far enough away from existing tattoo parlors in the Portland area so that a demand will exist for this type of venue in the area.
- 3. The neighborhood will have other popular venues that residents frequent.

Data Sources Used

PortlandMaps.Com

Neighborhood (Regions) data set

https://gis-pdx.opendata
.arcgis.com/datasets/nei
ghborhoods-regions/explo
re?location=45.542750%2C
-122.667150%2C11.72

Census Data

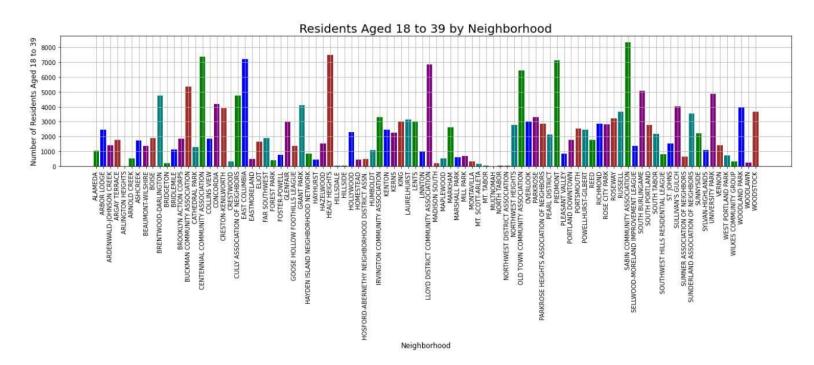
City of Portland Census Data

https://www.portlandoreg
on.gov/civic/28387

FourSquare API

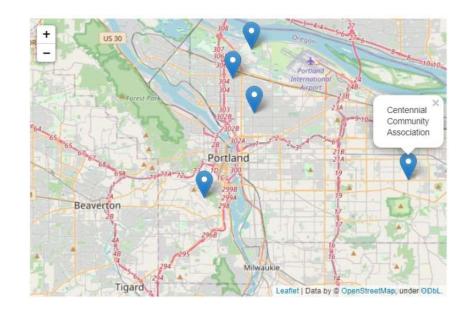
FourSquare
searches provided
data for current
tattoo parlor
locations as well
as popular venues
located in target
neighborhoods.

Portland Neighborhood Demographics



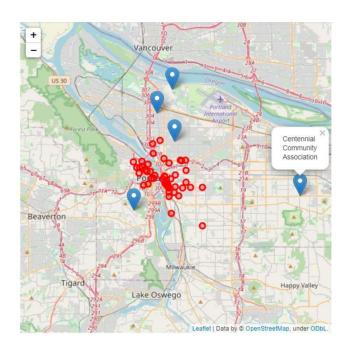
Top Five Neighborhoods with Residents between 18 and 39

- 1. Sabin (8,359)
- 2. Healy Heights (7,492)
- 3. Centennial (7,387)
- 4. East Columbia (7,210)
- 5. Piedmont (7,114)



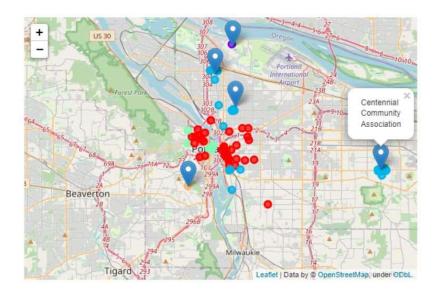
Tattoo Parlors in the Portland Metro Area and Proximity to Neighborhoods

Fifty tattoo parlors were located in Portland, Oregon, by searching FourSquare.



Venues by Location

We analyzed each neighborhood to see how many and what kinds of service-related venues existed in proximity to each neighborhood. Then we created a cluster map to represent all businesses and where they are located in relation to the neighborhoods with the most number of residents between the ages of 18 and 39.



Conclusion: The Centennial Neighborhood appears to be the most promising location for a new tattoo shop.

The Centennial Neighborhood is a bit farther away from the tattoo parlors than other neighborhoods on the map. It has the third most number of residents between the ages of 18 and 39. It has 14 services including restaurants, a fitness center, a movie theater, apparel shop, a hobby shop and a pharmacy. Given the three criteria established for choosing a location, this neighborhood seems like a promising option.

