

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/neighborhoods-regions/explore?location=45.542750%2C-122.667150%2C11.72>

Census Data

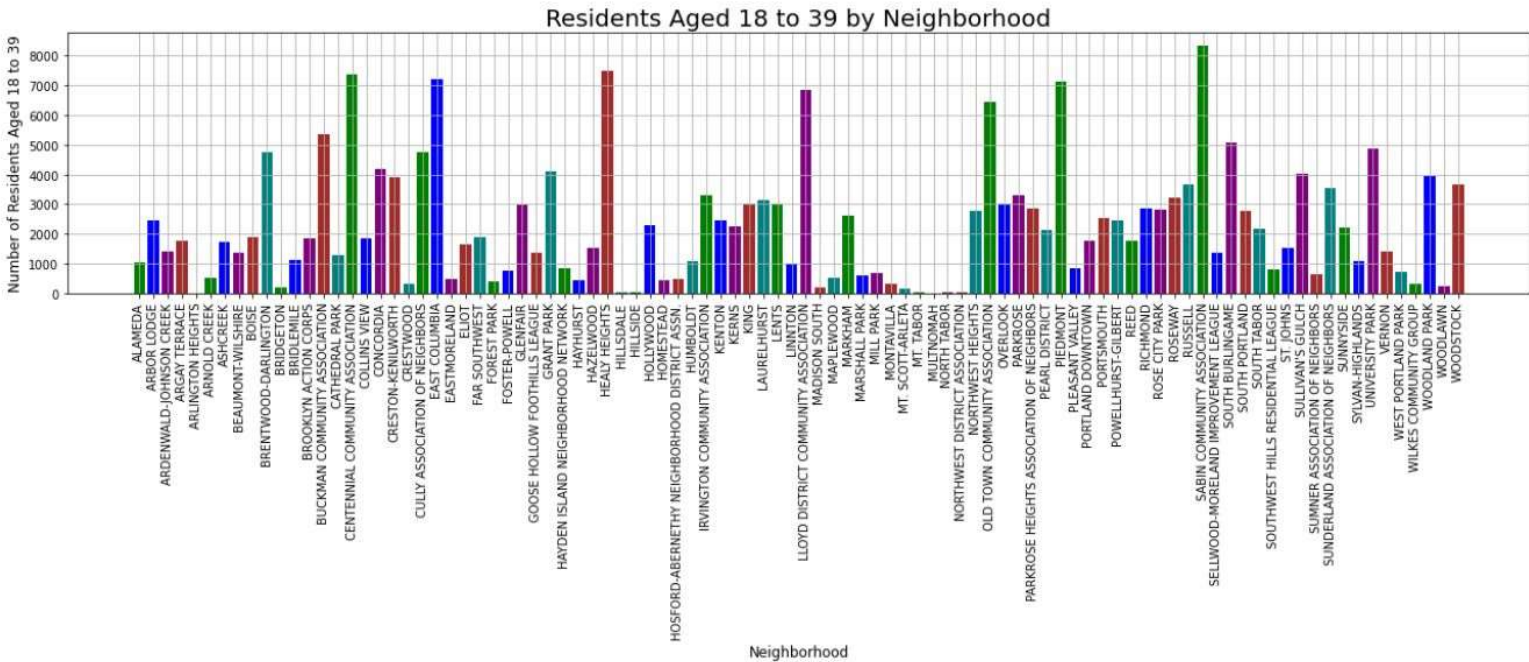
City of Portland
Census Data

<https://www.portlandoregon.gov/civic/28387>

FourSquare API

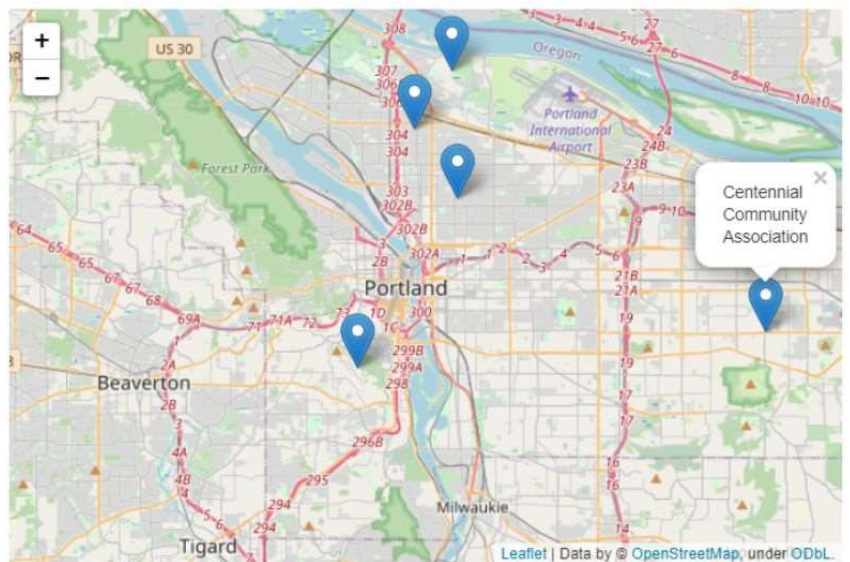
FourSquare searches provided data for current tattoo parlor locations as well as popular venues located in target neighborhoods.

Portland Neighborhood Demographics



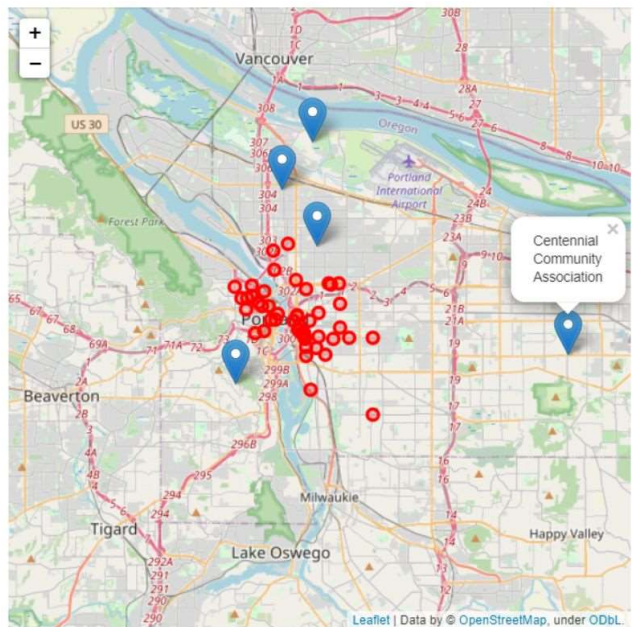
Top Five Neighborhoods with Residents between 18 and 39

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



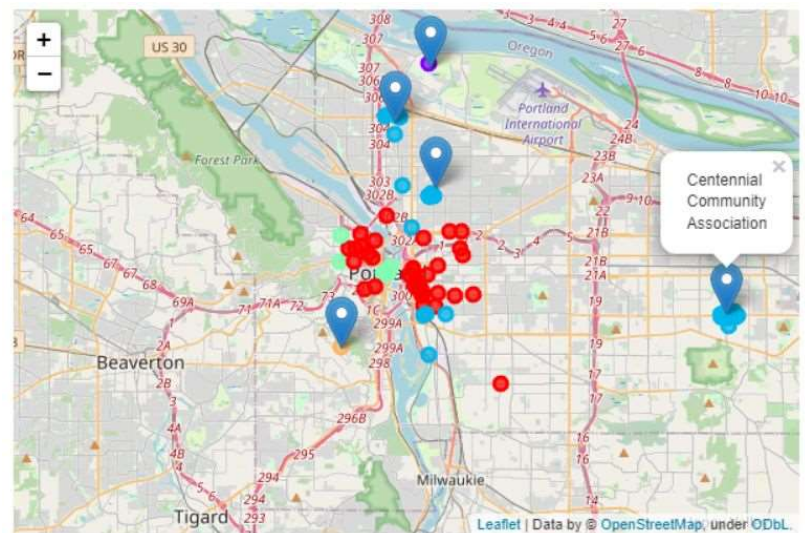
Tattoo Parlors in the Portland Metro Area and Proximity to Neighborhoods

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.



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