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Coursera: Applied Data Science Capstone  
Capstone Project: The Battle of the Neighborhoods  
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## **Capstone Project: The Battle of the Neighborhoods**

### **Background**

New York City is one of the most densely populated cities in the United States. New York City has been described as the cultural, financial, and media capital of the world, significantly influencing commerce, entertainment, research, technology, education, politics, tourism, fashion, and sports. New York City is composed of five boroughs – the Bronx, Manhattan, Queens, Brooklyn, and Staten Island. The city and its metropolitan area constitute the premier gateway for immigration to the United States.

Bubble Tea, also known as pearl milk team, or boba milk tea, is a tea-based drink originating in Taiwan. It includes chewy tapioca balls (pearl or boba) or a wide range of other toppings. Bubble Tea has become extremely popular among Asian immigrants in the US, and has become a signature flavor itself and inspired a variety of bubble tea flavored snacks. The highly increased demand in bubble tea drinks and their related industry provide opportunities for the market expansion.

As a Chinese-American immigrant, I am always in the hunt of the best bubble tea wherever I visit. My dream is to open my own bubble tea business one day in the heart of the New York City. Therefore, in this project, I will look into the five boroughs and their 306 neighborhoods in New York City, use different drink types as attributes to build up an unsupervised machine learning classifier model to classify the neighborhoods into clusters, study how neighborhood differs from each other, and find the right neighborhood to start my first bubble tea shop.