AXISENCE ANALYTICS

Deep Dive
Competitor Analysis

Location: 153 4th Ave, Brooklyn, NY 11217, United States

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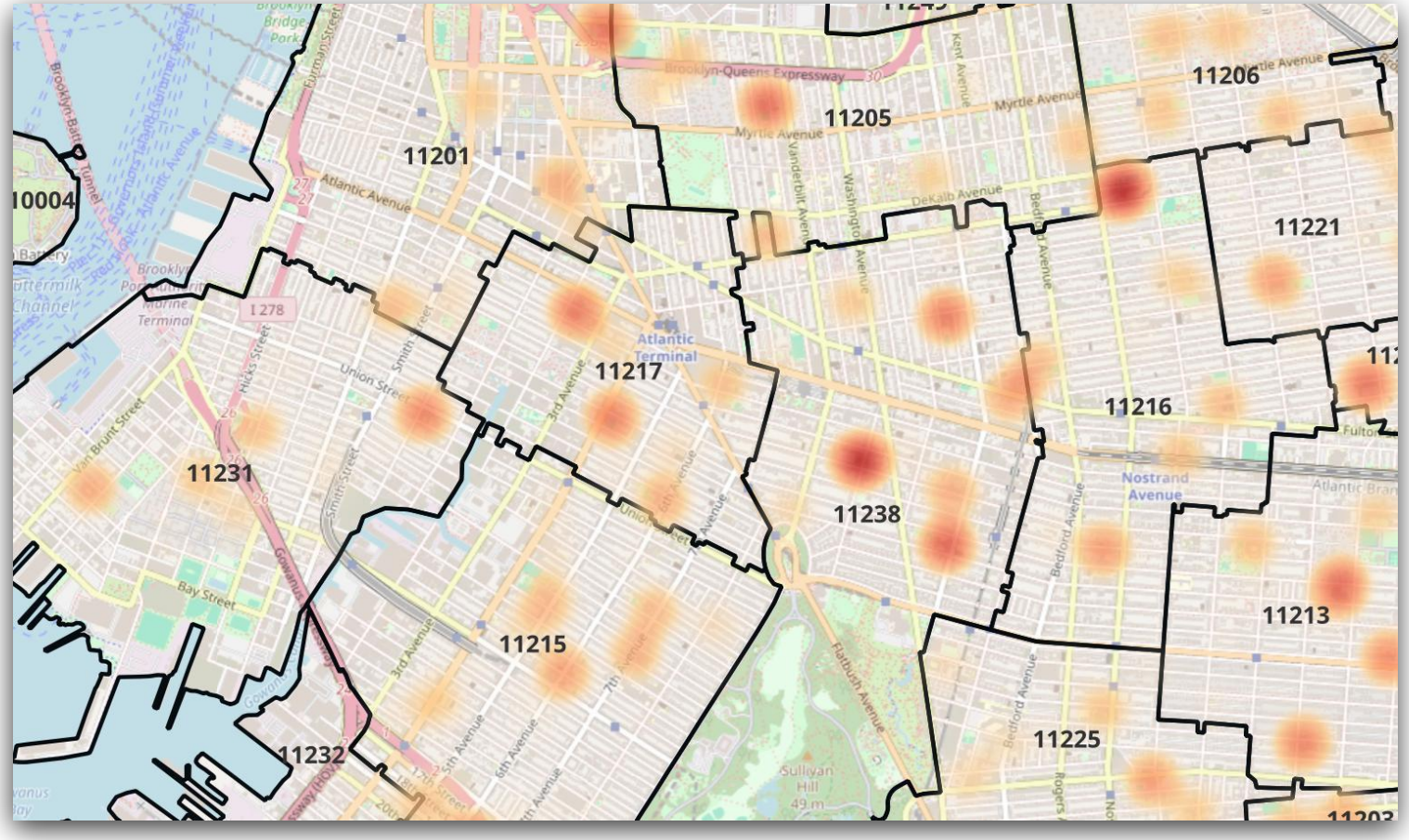
Disclaimer:
This presentation is a strategic sample designed for portfolio and demonstration purposes only. All data, metrics, and figures contained herein are simulated (dummy data) and used solely to illustrate analytical structure and capabilities. They do not represent actual market conditions for the specified location.

MARKET DENSITY & COMPETITOR HEAT MAP

Geographic Concentration & Saturation Analysis (2-Mile Radius)



Lower Density — HIgh Density

VISUAL ANALYSIS

This map visualizes market saturation using color-coded density zones:

Red Zones: Indicate areas with the highest concentration of competitors.

Light Areas: Represent 'Cold Spots' with lower service coverage. What to look for:

Notice the high density cluster in the center of the zip code 11217 and North-West area, versus the open opportunity gaps in the South and East sections of the zip code.

Disclaimer:
The information displayed on this map is for informational purposes only. The data has been sourced from public "Open Source" databases and is subject to change without notice. While every effort has been made to ensure the accuracy of the locations and details of the childcare facilities, the author assumes no responsibility or liability for any errors, omissions, or inaccuracies in the data provided. Users are encouraged to verify all information independently with the official New York City Department of Health or the respective facilities.

TARGET MARKET DEMOGRAPHICS

AXISENCE ANALYTICS

Key Socio-Economic Indicators: ZIP Code 11217

POPULATION & AGE

Total population: **42,569**

Median Age: **35.9**

Male Total: **19,711**

Female Total: **22,858**

Children 0-5: **3216**

EDUCATION

High School or Equivalent Degree: **7.8%**

Some College, no Degree: **8%**

Associate's Degree: **4.2%**

Bachelor's Degree: **38.9%**

Graduate or Professional degree: **34%**

WEALTH & INCOME

Median Household income: **$158,314**

Mean Household Income: **$235,997**

Average Disposable Income: **$71,087**

Total Housing Units: **21590**

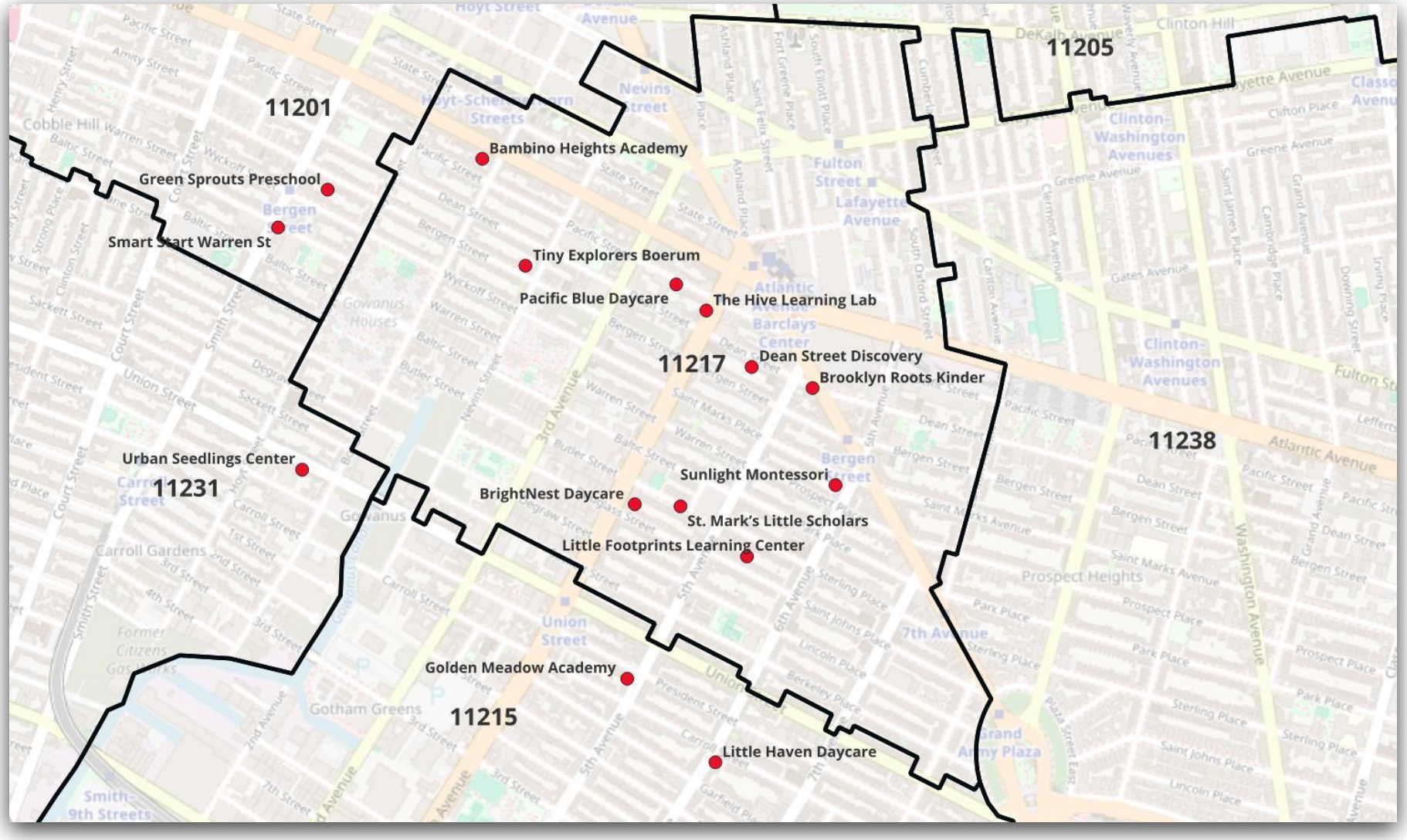
Average Household Size: **3.04**

Employment Rate: **73.3%**

Data Source & Disclaimer:
Demographic data is provided for informational purposes only and is sourced from the U.S. Census Bureau, U.S. Department of Commerce: "ACS Demographic and Housing Estimates," American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP05, data.census.link (Accessed on Jan 23, 2026)
The author assumes no responsibility or liability for any errors, inaccuracies, or omissions in the data provided by third-party sources. All information is presented "as is" without any warranties of completeness or real-time accuracy.

15 CLOSEST COMPETITORS

Targeted Area Analysis (2-Mile Radius)



COMPREHENSIVE COMPETITOR INVENTORY

AXISENCE ANALYTICS

Operational Metrics: Capacity, Pricing & Availability Status

TABLE 1 (Competitors 1-5)	Little Footprints	St. Mark's Scholars	BrightNest Daycare	Golden Meadow Academy	Little Haven Daycare
Address (Full Address)	35 St Johns Pl, Brooklyn, NY 11217	392 Butler St, Brooklyn, NY 11217	359 Douglass St, Brooklyn, NY 11217	242 5th Ave, Brooklyn, NY 11215	251 6th Ave, Brooklyn, NY 11215
Distance (Walk/Drive/Dist)	5m / 2m / 0.3mi	7m / 3m / 0.4mi	8m / 3m / 0.5mi	12m / 5m / 0.7mi	15m / 6m / 0.8mi
Licensed Capacity	45	32	25	50	28
Infant Tuition (Monthly)	$2,450	$2,300	$2,200	$2,600	$2,150
Preschool Tuition (Monthly)	$1,950	$1,800	$1,750	$2,100	$1,600
Infant Waiting List	Yes	Yes	No	Yes	No
Preschool Waiting List	No	Yes	No	Yes	No
Description	Focus on sensory development and play.	Arts-based curriculum.	Small, family-like atmosphere.	Bilingual program (English/Spanish).	Emphasis on nature and ecology.
Parking	Street	Limited	No	Street	Easy
Transportation	Bus stop: 0.1 mile away Train station: 0.4 mile away	Bus stop: 0.2 mile away Train station: 0.5 mile away	Bus stop: 0.2 mile away Train station: 0.3 mile away	Bus stop: 0.1 mile away Train station: 0.2 mile away	Bus stop: 0.1 mile away Train station: 0.4 mile away

COMPREHENSIVE COMPETITOR INVENTORY

AXISENCE ANALYTICS

Operational Metrics: Capacity, Pricing & Availability Status

TABLE 2 (Competitors 5-10)	Tiny Explorers	Bambino Heights	Green Sprouts	Pacific Blue	Dean Street Disc.
Address (Full Address)	120 Nevins St, Brooklyn, NY 11217	455 Atlantic Ave, Brooklyn, NY 11217	68 Bergen St, Brooklyn, NY 11217	522 Pacific St, Brooklyn, NY 11217	410 Dean St, Brooklyn, NY 11217
Distance (Walk/Drive/Dist)	6m / 2m / 0.3mi	4m / 1m / 0.2mi	10m / 4m / 0.6mi	3m / 1m / 0.1mi	4m / 1m / 0.2mi
Licensed Capacity	40	55	35	42	38
Infant Tuition (Monthly)	$2,550	$2,800	$2,400	$2,350	$2,500
Preschool Tuition (Monthly)	$2,000	$2,200	$1,900	$1,850	$1,950
Infant Waiting List	Yes	Yes	No	Yes	Yes
Preschool Waiting List	No	Yes	Yes	No	Yes
Description	Modern and well-equipped facility.	Advanced STEM curriculum.	Organic nutrition and onsite garden.	Music education from an early age.	Montessori approach to learning.
Parking	No	Garage	No	No	Street
Transportation	Bus stop: 0.3 mile away Train station: 0.2 mile away	Bus stop: 0.1 mile away Train station: 0.1 mile away	Bus stop: 0.2 mile away Train station: 0.1 mile away	Bus stop: 0.1 mile away Train station: 0.1 mile away	Bus stop: 0.2 mile away Train station: 0.2 mile away

COMPREHENSIVE COMPETITOR INVENTORY

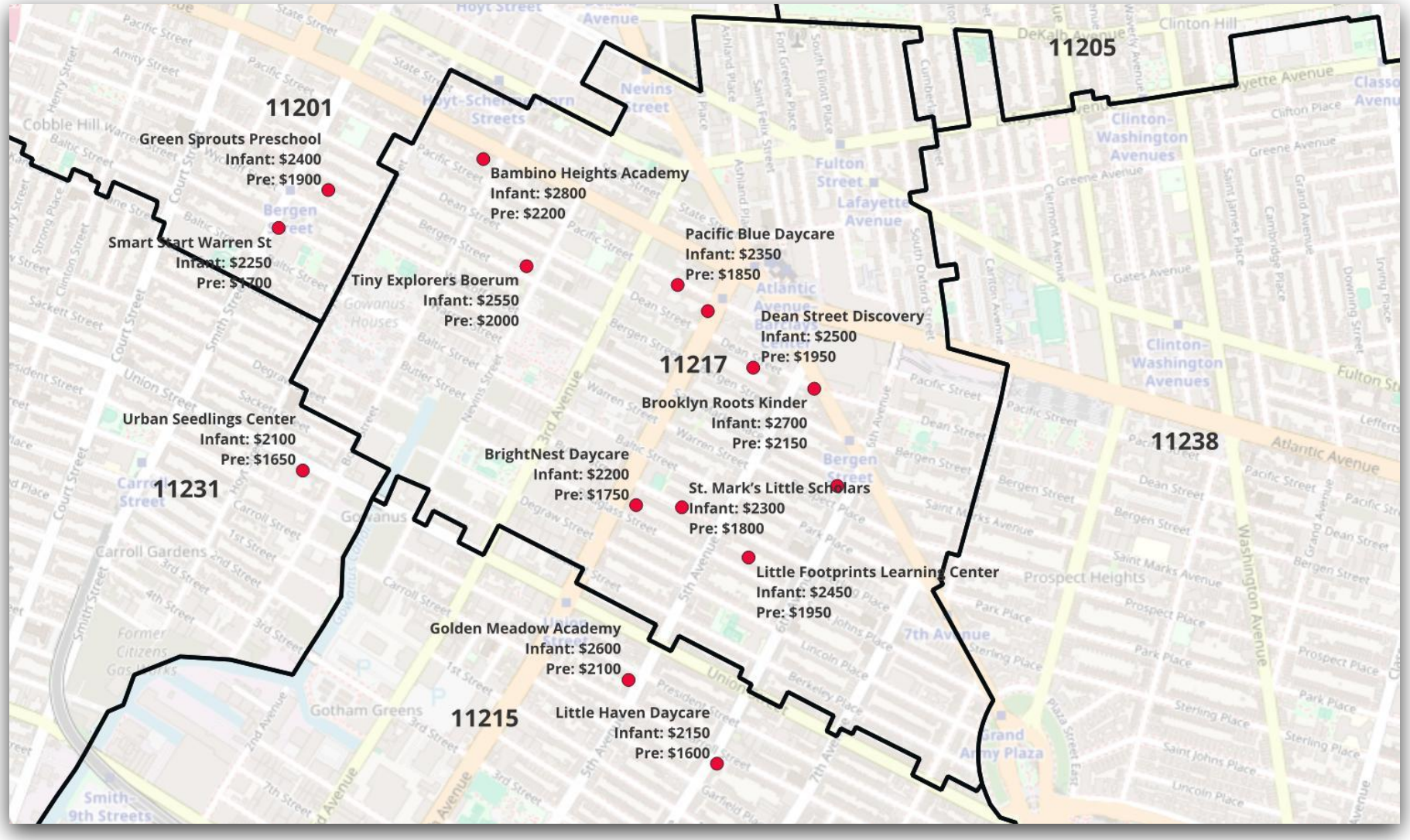
AXISENCE ANALYTICS

Operational Metrics: Capacity, Pricing & Availability Status

TABLE 3 (Competitors 10-15)	Brooklyn Roots	Smart Start	The Hive Lab	Sunlight Montessori	Urban Seedlings
Address (Full Address)	185 Flatbush Ave, Brooklyn, NY 11217	215 Warren St, Brooklyn, NY 11217	58 Fourth Ave, Brooklyn, NY 11217	102 St Marks Pl, Brooklyn, NY 11217	305 Bond St, Brooklyn, NY 11217
Distance (Walk/Drive/Dist)	2m / 1m / 0.1mi	14m / 6m / 0.8mi	5m / 2m / 0.3mi	6m / 2m / 0.3mi	18m / 7m / 1.0mi
Licensed Capacity	48	30	44	36	33
Infant Tuition (Monthly)	$2,700	$2,250	$2,650	$2,900	$2,100
Preschool Tuition (Monthly)	$2,150	$1,700	$2,050	$2,300	$1,650
Infant Waiting List	Yes	No	Yes	Yes	No
Preschool Waiting List	Yes	No	Yes	Yes	No
Description	Classic academic approach.	Social adaptation program.	Focus on technology and logic.	Prestigious Montessori school.	Creative writing and drama.
Parking	No	Limited	Garage	Street	Easy
Transportation	Bus stop: 0.1 mile away Train station: 0.1 mile away	Bus stop: 0.2 mile away Train station: 0.4 mile away	Bus stop: 0.1 mile away Train station: 0.1 mile away	Bus stop: 0.2 mile away Train station: 0.3 mile away	Bus stop: 0.4 mile away Train station: 0.5 mile away"

COMPETITOR PRICING LANDSCAPE

Monthly Tuition Benchmarks: Infant & Preschool Programs



EXECUTIVE MARKET SUMMARY

Strategic Viability & Key Opportunity Indicators

Total children
(0-5)

3216

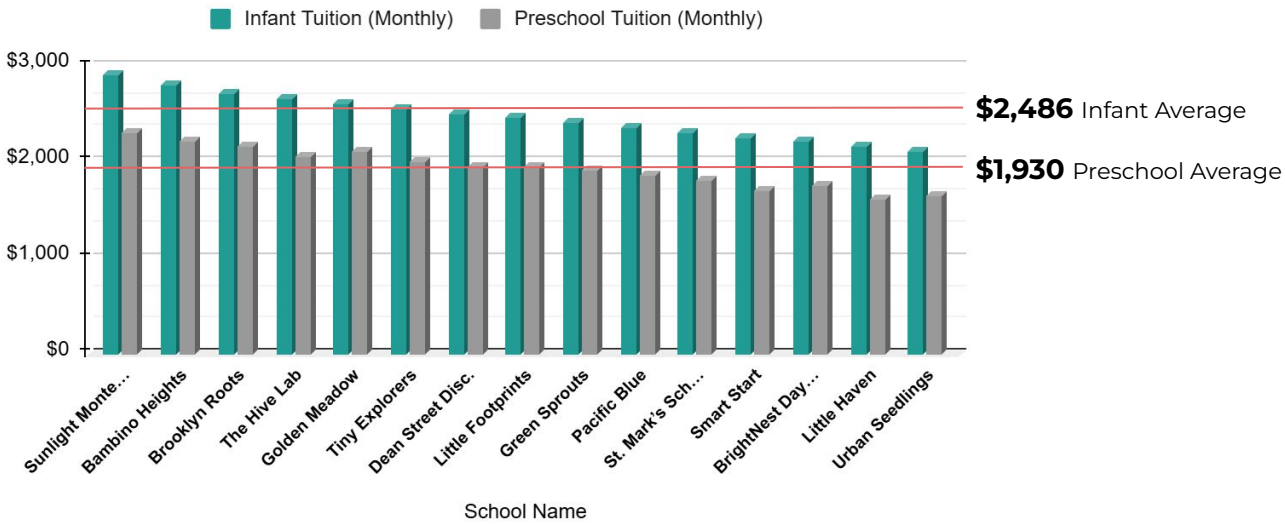
Average
Disposable Income

$71,087

Total Licensed
Capacity

581

Tuition Overview



AVAILABILITY & PRICING KEY INSIGHTS

According to data we gathered we can see that the majority of childcare providers 80% are operating with a waiting list for infant programs which implies that demand for this specific age group is on a high level.

Childcare providers from the list kept their fees hidden (not showing on their website), with a tendency to bring potential customers to the facility and book the visit for future parents in order to add them on the waiting list. Fees are reaching the top tier with an average of $2486 (monthly) which is telling us that all the competitors are fighting to achieve a premium service model.

On the other hand for the preschool program from our data we can see that 53% of competitors are operating with a waiting list, which is telling us that the demand for this specific age group is on the lower level but still on a steady course. Key data about availability and the price list had the same difficulty in terms of gathering the data. Fees are more affordable reaching the average of $1,930 (monthly).

AXISENCE
ANALYTICS

Competitor analysis isn’t just helpful – it’s essential.

info@axisence.com | www.axisence.com | +1 307 218-2056