

# The Battle of Neighborhoods

## Business Problem

Around the world urbanization is a megatrend which can observe in all countries around the world, The result are cities which have a very big land area and a high population density. Through this development such cities become more and more confusing and within in a city there could are big differences between each neighborhood.

In particular for founder of businesses like restaurants, gyms or stores it could be a nearly impossible task to find the right location for their new business.

For such founder here is a solution to simplify this problem. There are a lot of different criterias which influences whether the business location is promising. The method described here uses the following criterias to evaluate a location:

1. Crimes within a neighborhood
2. Population density of a neighborhood
3. Number of competitors within the neighborhood

The founder gets a list of neighborhoods within it is worth to start a new business. Moreover if the founder has already a location he or she can check if it was good choice.

The method was used for the first time to evaluate the City of Toronto but it can be used for each other city.