

# **Clustering and Comparing Venues in the Neighborhoods of New York City and Toronto**

## **Part 1**

### **(Introduction)**

# **1-Introduction and Problem Statement**

In this project, I assume that I am working for consultation firm and they need a list of major venues in the major cities to highlight business opportunities for our clients around the world.

This will help in providing our clients with right data which suits their business plans.

As a start I will study, analyze, cluster, and compare the neighborhoods of two important cities in the world: New York City which is located in United States of America and Toronto which is located in Canada.

I will investigate on what kinds of businesses are common in both cities, what kinds of businesses are more common in one of the two cities than the other city, and what kinds of businesses are not common in both cities.

Doing this project will enable us to get a better understanding of similarities and differences between the two cities which will make it known to business people what types of businesses are more likely to thrive in both cities, what are the neighborhoods that are suitable for each type of business, and what types of businesses are not very desirable in each city.

This allows businesspeople to take better and more effective decisions regarding where to open their businesses.



### **New York City Brief:**

New York City (NYC), also known as the City of New York or simply New York (NY), is the most populous city in the United States. With an estimated 2018 population of 8,398,748 distributed over a land area of about 302.6 square miles (784 km<sup>2</sup>).

A global power city, New York City has been described as the cultural, financial, and media capital of the world, and exerts a significant impact upon commerce, entertainment, research, technology, education, politics, tourism, art, fashion, and sports.



### **Toronto City Brief:**

Toronto is the provincial capital of Ontario and the most populous city in Canada, with a population of 2,954,024 as of July 2018.

Toronto is an international Center of business, finance, arts, and culture, and is recognized as one of the most multicultural and cosmopolitan cities in the world.