How can you attract more young working professionals to the cities of New York and Toronto?

1. **Introduction**

The cities of New York and Toronto lie only 300 miles apart from one another with both being the central financial hubs of their countries. These cities boast a range of important cultural landmarks that forms a key part of their respective national identities. Between them over 12 million people reside in the cities and due to both cities having experienced historically elevated levels of immigration, a diverse multitude of languages is spoken across both cities; so what separates these cities from one another? What are the underlying factors that distinguish the cities between one another? Really just how similar are these cities? In this report, we will explore the neighbourhoods of New York and Toronto further using the Foursquare API and be performing an in-depth analysis on both the New York and Toronto csv files to come to a determination of how best to attract more young working professionals to both cities.

* 1. **Background**

As part of my IBM data science capstone project, I have been tasked with using my initiative to come up with an idea that leverages the Foursquare API to explore cities and neighbourhoods of my choosing. Since the course gave me access to rich and highly detailed neighbourhood data on the boroughs of New York and Toronto I wanted to make use of the datasets and really unlock the true value and potential of them. New York and Toronto are both major commercial hubs in wealthy advanced economically developed countries which are critical to the development of wealth in not only the North American region but to the wider global economy. Through performing an extensive and detailed analysis of both cities, we will gain unique insight into the factors that distinguish these two cities from one another, that on a broader scale may prove beneficial if we were to further this project into data driven methodologies to differentiate between other major commercial cities in the world, particularly those in a relatively close proximity to one another such as London and Paris or Tokyo and Seoul.

* 1. **Problem Specification**

The problem I have decided to focus on is with the creation of a case study scenario. Say you are working as part of an American Canadian tourist partnership trying to attract more young working professionals between the ages of 21 and 28 to move to the North American region. How would you try to distinguish between the cities to promote them to an audience of young working professionals try to convince them to move and take up residence in either city? What exactly are the features that distinguish the two cities which will allow you to promote themselves in a distinct way to a wide audience of young working professionals? How can the cities promote themselves in an attractive manner so they can to tempt young professional to move to them?

Specifically therefore we can define the problem as:

*“How can you best promote the cities of New York and Toronto in a distinct yet attractive manner that will tempt more young working professionals to move and take up residence within these cities based off of the features of each city.”*

Here, we would need to therefore leverage the Foursquare API to find venues and locations that would appeal to our target audience of young working professionals. We will need to leverage the API to find popular locations for young professionals like libraries, coffee shops, nightclubs, and restaurants. From this we will then need to compare between the two cities, to recommend potential data driven marketing strategies for each city so that they can be distinguishable and best promoted to our target audience.

* 1. **Interest**

Cities spend millions of dollars on both trying to distinguish themselves from each other and promoting themselves to attract the top talent worldwide. Hence understanding how cities distinguish themselves from one another is critical for future city planning especially when you take into consideration that more and more people are moving away from rural areas to urban centres. As the population continues to increase, understanding how to effectively promote cities to a younger generation is critical for how cities develop in the future. With people now living to better standards and an age rate that is higher than ever before young working professionals are a crucial element for a prosperous city development in maintaining the healthy development of a city. Recognising the features of a city that will attract and bring more young working professionals to it, is key therefore to enabling a city to realise and unlock its true future potential.