

# BATTLE OF THE NEIGHBORHOODS

DETERMINING THE BEST CHOICE FOR A BUSINESS LOCATION



SCARBOROUGH  
TORONTO, CANADA

vs

BROOKLYN  
NEW YORK, NY

BY: MILTON SUGGS

# DEFINING THE PROBLEM

The Horizon Corporation is looking to open a second North American location and wants to determine which will be the better choice between Toronto, Canada or New York, NY

Use information on venues located in Brooklyn, New York and Scarborough in Toronto, CA to compare cities and help determine in which location the Horizon Corporation should open its second North American office.

# DATA

## **Toronto Neighborhoods**

[https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada:\\_M.](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)

## **Toronto Latitude and Longitude**

[http://cocl.us/Geospatial\\_data](http://cocl.us/Geospatial_data)

## **New York City neighborhoods**

[https://geo.nyu.edu/catalog/nyu\\_2451\\_34572](https://geo.nyu.edu/catalog/nyu_2451_34572)

## **New York City Latitude and Longitude**

Python Geopy.geocoders library

The Foursquare API was used to ascertain information on the surrounding venues in each neighborhood.

# METHODOLOGY

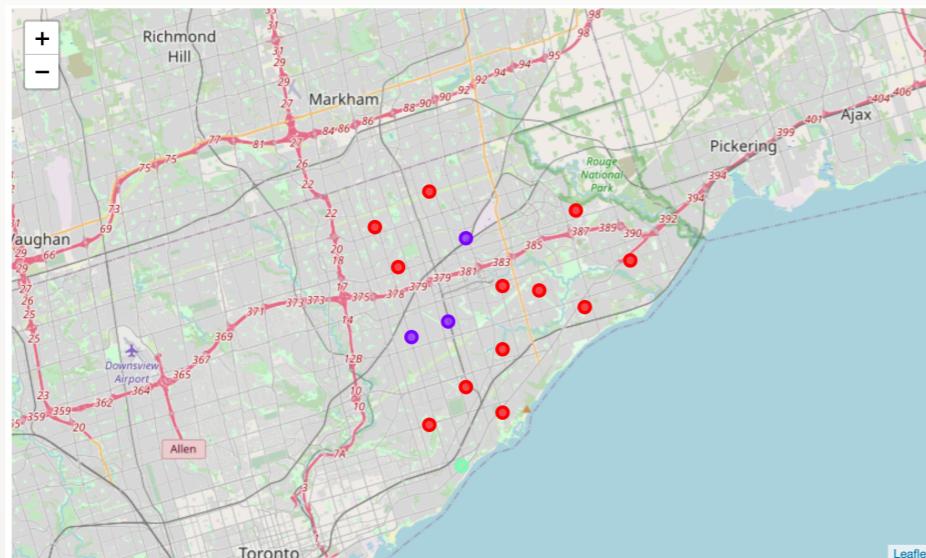
**THE STEPS TAKEN TO ARRIVE AT THE FINAL RECOMMENDATION.**

- ▶ STEP 1: DOWNLOAD AND WRANGLE THE DATA SETS
- ▶ STEP 2: USE FOURSQUARE API TO EXPLORE THE NEIGHBORHOODS OF SCARBOROUGH AND BROOKLYN, FIND THE MOST COMMON VENUE CATEGORIES OF EACH.
- ▶ STEP 3: USE K-MEANS ALGORITHM TO CLUSTER NEIGHBORHOODS

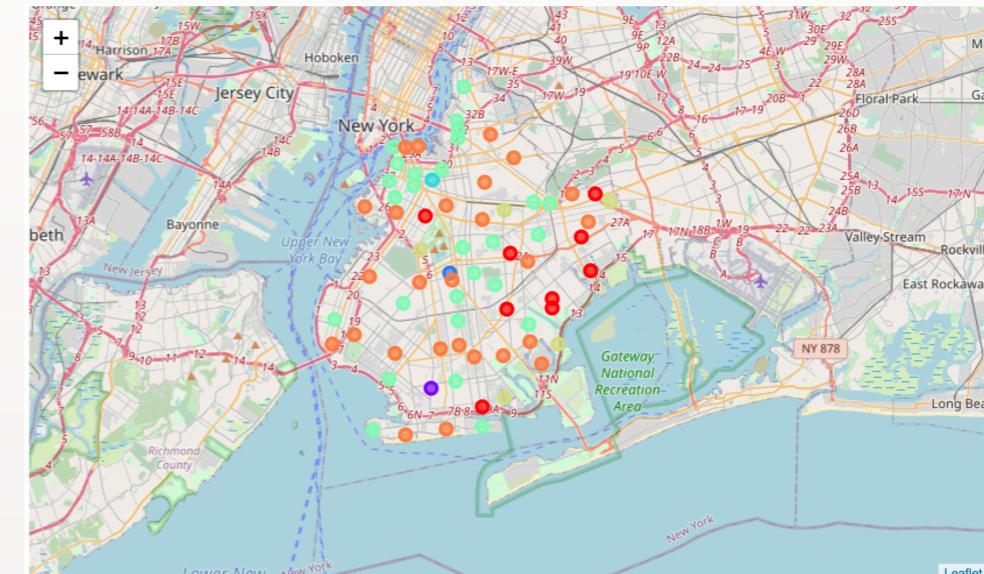
## RESULTS

# A COMPARISON OF SCARBOROUGH AND BROOKLYN

# MAPS OF NEIGHBORHOOD CLUSTERS



## SCARBOROUGH, TORONTO, CA



## BROOKLYN, NEW YORK

## **COMPARISON OF SCARBOROUGH AND BROOKLYN NEIGHBORHOOD DATA**

	SCARBOROUGH	BROOKLYN
NO. OF NEIGHBORHOODS	17	70
NO. OF VENUES	90	2712
NO. OF VENUE CATEGORIES	55	281
MOST COMMON VENUES	Restaurants, Skating Rinks, Bars, Coffee shops	Restaurants, recreational facilities, cafes

# CONCLUSION

## A RECOMMENDATION ON COURSE OF ACTION BASED ON THE DATA

Although Brooklyn has a far greater number of venues and variety of venue categories, based on the size of the company and the type of business it is my recommendation that the Horizon Corporation open its new location in Scarborough, Toronto, CA.

This conclusion was reached because in the neighborhoods of Scarborough there is enough variety of venues to ensure that the needs of the employees of the company are adequately met, and there is also potential room for expansion as the business grows.

