The Battle of the Neighborhoods: Scarborough, Toronto vs Brooklyn, New York

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INTRODUCTION/BUSINESS PROBLEM

The Horizon Corporation is mid-size company with approximately 350 employees and is growing rapidly. It is a company that specializes in developing educational curriculum, tools, software, and methodology across a wide variety of mediums and disciplines. The company is looking to expand by opening a second North American office. The stakeholders of the company have narrowed down this new location to either Brooklyn, New York or Scarborough in Toronto, CA.

Because about 150 employees will be relocating to open the new location, the company is looking to gain insights about the surrounding businesses and venues in Brooklyn and Scarborough to determine which location will be most beneficial to its employees and to the company as a whole, while also leaving room for potential expansion into small scale manufacturing.

This project will use neighborhood data from each city to make comparisons and contrasts and make a determination on which location will be a good fit for the culture of the organization.

DESCRIPTION OF DATA

The data used in the analysis of the above problem was taken from the wikipedia pages of the aforementioned cities. The data consists of the names, latitude, longitude, and postal codes for each neighborhood.

The Foursquare API was used to ascertain information on the surrounding venues in each neighborhood. This information is instrumental in determining which neighborhoods are the most compatible with the needs of the employees and of the company.

Toronto Neighborhoods - https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M.
Toronto Latitude and Longitude - http://cocl.us/Geospatial_data
New York City neighborhoods - https://geo.nyu.edu/catalog/nyu_2451_34572 New York City
Latitude and Longitude - Python Geopy.geocoders