

Capstone Project

The Battle of Neighborhoods

(Week 1)

1. Introduction/Business Problem

“For most businesses, the issue of location choice now is driven by labor: Will we be able to attract the white collar skills we need?”—Peter Cappell

As already mentioned by Peter Cappell, to get the best and most appropriate associates is one of the most important business factors for companies, not only for Amazon. They want a labor force that is young and educated – which generally means millennials.

But what do millennials want? They want everything!

- They want a city with all the cultural amenities – theaters, museums, fairs, concerts, live music, all forms of entertainment.
- They do not want to be in the middle of nowhere; they do not like suburbs or exurbs.
- They want a lot of bars and restaurants so they can have fun in addition to work.

Companies know that and pay a lot of attention to that, so cities that have those features have a huge advantage.

In our case a new and emerging company needs to decide on the location of its future headquarter - Toronto, Canada or New York City, US.

Therefore, differences of neighborhoods between the two Cities are required and explored in this project. What and how many venues are there in the different neighborhoods and how are they clustered.