

# 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 find the right location when a decision is required on where to either build up or move to their headquarter. Especially for larger companies with global approach it is important to attract new associates with not only the right company profile but also can provide an attractive working and thus living environment.

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.

Which one would fit better for their associates looking for an attractive living environment – meaning many bars, restaurants, coffee shops or gyms, dance studios or delis.

Therefore, we will segment and cluster the two cities New York City as well as Toronto. We will explore differences of their neighborhoods especially regarding number and kind of venues and how they are clustered.