THE BATTLE OF NEIGHBOURHOODS TORONTO VS MANHATTAN

CAPSTONE PROJECT

INTRODUCTION

Toronto is a wonderful place to live and work. oy many amenities and venues in the area, such as various international cuisine

restaurants, cafes, food shops and entertainment. I have been offered a great opportunity to work for a leader firm in Manhattan, NY. I am very excited and I want to use this opportunity to practice my learnings in Coursera in order to answer relevant questions arisen. The key question is: How can I find a convenient and enjoyable place. Certainly, I can use available real estate apps and Google but the idea is to use and apply myself the learned tools during the course. In order to make a comparison and evaluation of the rental options in Manhattan NY, I must set some basis, therefore the apartment in Manhattan must meet the following demands:

PROBLEM TO BE SOLVED

Find Rental apartment unit in Manhattan NY similar to Toronto:

Apartment Size: min 2 bedrooms

Monthly rent: US\$7000/month

Unit located: Walking distance (<=1.0 mile,

1.6 km) from a subway metro station

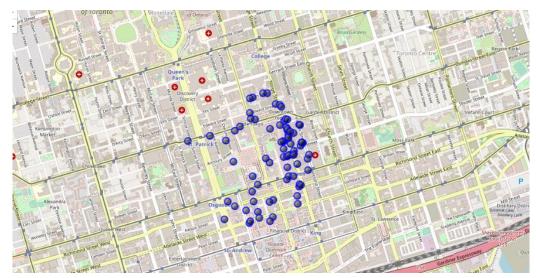
Venues: Toronto

MAPPING DATA

Toronto venues

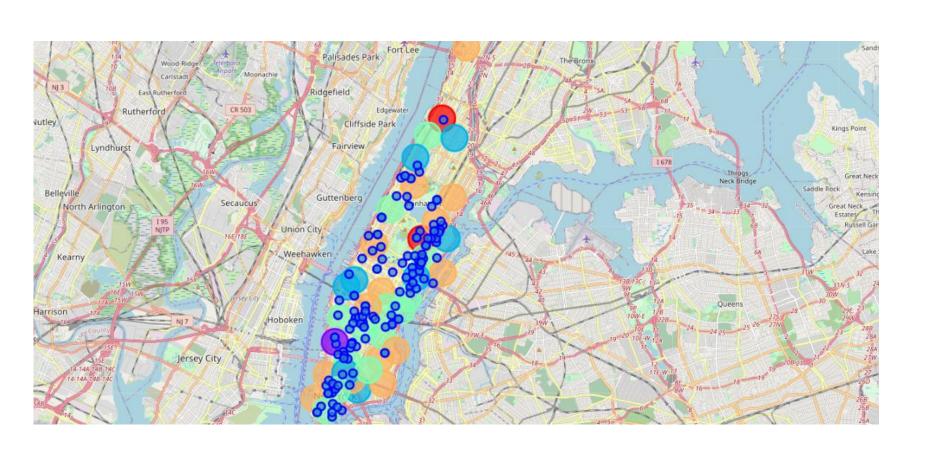
	name	categories	lat	Ing
0	Downtown Toronto	Neighborhood	43.653232	-79.385296
1	Nathan Phillips Square	Plaza	43.652270	-79.383516
2	Eggspectation Bell Trinity Square	Breakfast Spot	43.653144	-79.381980
3	Japango	Sushi Restaurant	43.655268	-79.385165
4	Indigo	Bookstore	43.653515	-79.380896
5	LUSH	Cosmetics Shop	43.653557	-79.380400
6	Chatime 日出茶太	Bubble Tea Shop	43.655542	-79.384684
7	CF Toronto Eaton Centre	Shopping Mall	43.654540	-79.380877
8	JOEY Eaton Centre	Restaurant	43.655404	-79.381929
9	Noodle King	Asian Restaurant	43.651706	-79.383046

MAP OF TORONTO RESIDENCE PLACE WITH VENUES IN NEIGHBORHOOD - FOR REFERENCE



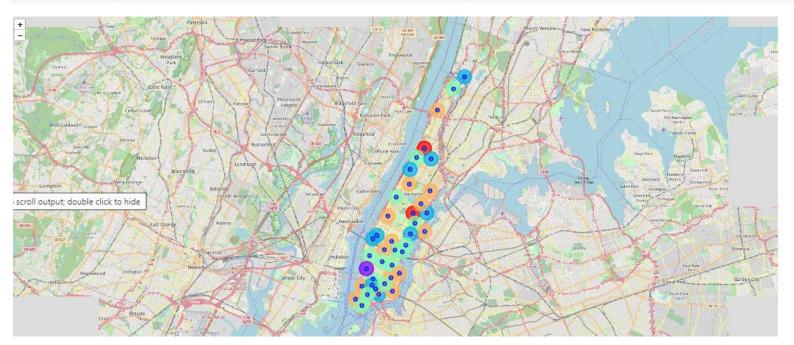


MAP OF MANHATTAN SHOWING THE PLACES FOR RENT AND THE CLUSTER OF VENUES



MANHATTAN NEIGHBORHOODS - DATA AND MAPPING

	Borough	Neighborhood	Latitude	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Manhattan	Marble Hill	40.876551	-73.910880	2	Coffee Shop	Discount Store	Yoga Studio	Steakhouse	Supplement Shop	Tennis Stadium	Shoe Store	Gym	Bank	Seafood Restaurant
1	Manhattan	Chinatown	40.715618	-73.994279	2	Chinese Restaurant	Cocktail Bar	Dim Sum Restaurant	American Restaurant	Vietnamese Restaurant	Salon / Barbershop	Noodle House	Bakery	Bubble Tea Shop	Ice Cream Shop
2	Manhattan	Washington Heights	40.851903	-73.936900	4	Café	Bakery	Mobile Phone Shop	Pizza Place	Sandwich Place	Park	Gym	Latin American Restaurant	Tapas Restaurant	Mexican Restaurant
3	Manhattan	Inwood	40.867684	-73.921210	3	Mexican Restaurant	Lounge	Pizza Place	Café	Wine Bar	Bakery	American Restaurant	Park	Frozen Yogurt Shop	Spanish Restaurant
4	Manhattan	Hamilton Heights	40.823804	-73.949688	0	Mexican Restaurant	Coffee Shop	Café	Deli / Bodega	Pizza Place	Liquor Store	Indian Restaurant	Sushi Restaurant	Sandwich Place	Yoga Studio



MAP OF MANHATTAN PLACES FOR RENT

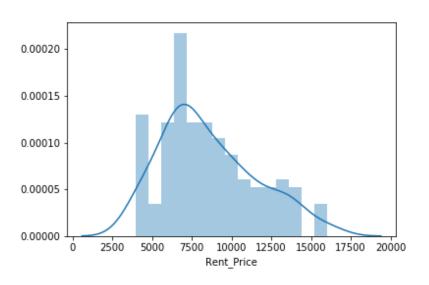
	Address	Area	Price_per_ft2	Rooms	Area-ft2	Rent_Price	Lat	Long
0	West 105th Street	Upper West Side	2.94	5.0	3400	10000	NaN	NaN
1	East 97th Street	Upper East Side	3.57	3.0	2100	7500	NaN	NaN
2	West 105th Street	Upper West Side	1.89	4.0	2800	5300	NaN	NaN
3	CARMINE ST.	West Village	3.03	2.0	1650	5000	NaN	NaN
4	171 W 23RD ST.	Chelsea	3.45	2.0	1450	5000	NaN	NaN

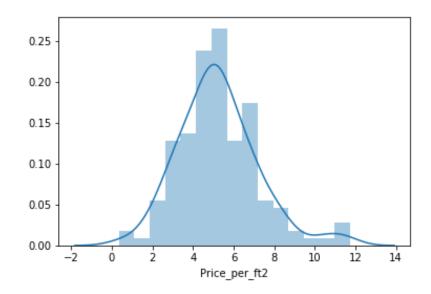
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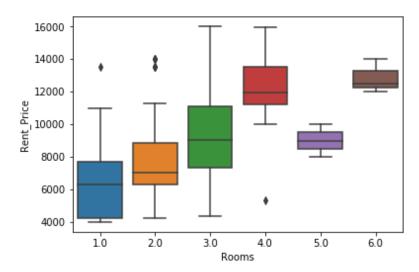
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	Address	Area	Price_per_ft2	Rooms	Area-ft2	Rent_Price	Lat	Long
139	200 East 72nd Street	Rental in Lenox Hill	5.15	3.0	1700	8750	NaN	NaN
140	50 Murray Street	No fee rental in Tribeca	7.11	2.0	1223	8700	NaN	NaN
141	300 East 56th Street	No fee rental in Midtown East	3.87	3.0	2100	8118	NaN	NaN
142	1930 Broadway	No fee rental in Central Park West	5.06	2.0	1600	8095	NaN	NaN
143	33 West 9th Street	Rental in Greenwich Village	6.67	2.0	1500	10000	NaN	NaN

MANHATTAN







MAPPING MANHATTAN SUBWAY LOCATIONS

	sub_station	sub_address
0	Dyckman Street Subway Station	170 Nagle Ave, New York, NY 10034, USA
1	57 Street Subway Station	New York, NY 10106, USA
2	Broad St	New York, NY 10005, USA
3	175 Street Station	807 W 177th St, New York, NY 10033, USA
4	5 Av and 53 St	New York, NY 10022, USA

MAP OF MANHATTAN SHOWING THE LOCATION OF SUBWAY STATIONS

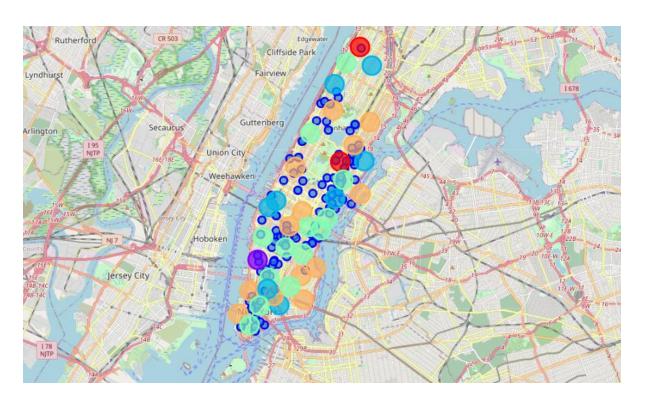
	Address	Area	Price_per_ft2	Rooms	Area-ft2	Rent_Price	Lat	Long
0	West 105th Street	Upper West Side	2.94	5.0	3400	10000	40.799771	-73.966213
1	East 97th Street	Upper East Side	3.57	3.0	2100	7500	40.788585	-73.955277
2	West 105th Street	Upper West Side	1.89	4.0	2800	5300	40.799771	-73.966213
3	CARMINE ST.	West Village	3.03	2.0	1650	5000	40.730523	-74.001873
4	171 W 23RD ST.	Chelsea	3.45	2.0	1450	5000	40.744118	-73.995299

ONE CONSOLIDATE MAP

Red dots are Subway stations,

Blue dots are apartments available for rent,

Bubbles are the clusters of venues



PROBLEM RESOLUTION - SELECT THE APARTMENT FOR RENT

The above consolidate map was used to explore options. After examining, I have chosen two locations that meet the requirements which will assess to make a choice.

Apartment 1: 305 East 63rd Street in the Sutton Place Neighborhood and near 'subway 59th Street' station, Cluster # 2 Monthly rent : 7500 Dollars.

Apartment 2: 19 Dutch Street in the Financial District Neighborhood and near 'Fulton Street Subway' station, Cluster # 3 Monthly rent : 6935 Dollars

VENUES FOR APARTMENT 1 - CLUSTER 2

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Marble Hill	Coffee Shop	Discount Store	Yoga Studio	Steakhouse	Supplement Shop	Tennis Stadium	Shoe Store	Gym	Bank	Seafood Restaurant
1	Chinatown	Chinese Restaurant	Cocktail Bar	Dim Sum Restaurant	American Restaurant	Vietnamese Restaurant	Salon / Barbershop	Noodle House	Bakery	Bubble Tea Shop	Ice Cream Shop
6	Central Harlem	African Restaurant	Seafood Restaurant	French Restaurant	American Restaurant	Cosmetics Shop	Chinese Restaurant	Event Space	Liquor Store	Beer Bar	Gym / Fitness Center
9	Yorkville	Coffee Shop	Gym	Bar	Italian Restaurant	Sushi Restaurant	Pizza Place	Mexican Restaurant	Deli / Bodega	Japanese Restaurant	Pub
14	Clinton	Theater	Italian Restaurant	Coffee Shop	American Restaurant	Gym / Fitness Center	Hotel	Wine Shop	Spa	Gym	Indie Theater
23	Soho	Clothing Store	Boutique	Women's Store	Shoe Store	Men's Store	Furniture / Home Store	Italian Restaurant	Mediterranean Restaurant	Art Gallery	Design Studio
26	Morningside Heights	Coffee Shop	American Restaurant	Park	Bookstore	Pizza Place	Sandwich Place	Burger Joint	Café	Deli / Bodega	Tennis Court
34	Sutton Place	Gym / Fitness Center	Italian Restaurant	Furniture / Home Store	Indian Restaurant	Dessert Shop	American Restaurant	Bakery	Juice Bar	Boutique	Sushi Restaurant
39	Hudson Yards	Coffee Shop	Italian Restaurant	Hotel	Theater	American Restaurant	Café	Gym / Fitness Center	Thai Restaurant	Restaurant	Gym

VENUES FOR APARTMENT 2 - CLUSTER 3

·	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
3	Inwood	Mexican Restaurant	Lounge	Pizza Place	Café	Wine Bar	Bakery	American Restaurant	Park	Frozen Yogurt Shop	Spanish Restaurant
5	Manhattanville	Deli / Bodega	Italian Restaurant	Seafood Restaurant	Mexican Restaurant	Sushi Restaurant	Beer Garden	Coffee Shop	Falafel Restaurant	Bike Trail	Other Nightlife
10	Lenox Hill	Sushi Restaurant	Italian Restaurant	Coffee Shop	Gym / Fitness Center	Pizza Place	Burger Joint	Deli / Bodega	Gym	Sporting Goods Shop	Thai Restaurant
12	Upper West Side	Italian Restaurant	Bar	Bakery	Vegetarian / Vegan Restaurant	Indian Restaurant	Coffee Shop	Cosmetics Shop	Wine Bar	Mexican Restaurant	Sushi Restaurant
16	Murray Hill	Sandwich Place	Hotel	Japanese Restaurant	Gym / Fitness Center	Coffee Shop	Salon / Barbershop	Burger Joint	French Restaurant	Bar	Italian Restaurant
17	Chelsea	Coffee Shop	Italian Restaurant	loe Cream Shop	Bakery	Nightclub	Theater	Art Gallery	Seafood Restaurant	American Restaurant	Hotel
18	Greenwich Village	Italian Restaurant	Sushi Restaurant	French Restaurant	Clothing Store	Chinese Restaurant	Café	Indian Restaurant	Bakery	Seafood Restaurant	Electronics Store
27	Gramercy	Italian Restaurant	Restaurant	Thrift / Vintage Store	Cocktail Bar	Bagel Shop	Coffee Shop	Pizza Place	Mexican Restaurant	Grocery Store	Wine Shop
29	Financial District	Coffee Shop	Hotel	Gym	Wine Shop	Steakhouse	Bar	Italian Restaurant	Pizza Place	Park	Gym / Fitness Center
31	Noho	Italian Restaurant	French Restaurant	Cocktail Bar	Gift Shop	Bookstore	Grocery Store	Mexican Restaurant	Hotel	Sushi Restaurant	Coffee Shop
32	Civic Center	Gym / Fitness Center	Bakery	Italian Restaurant	Cocktail Bar	French Restaurant	Sandwich Place	Coffee Shop	Gym	Yoga Studio	Park
35	Turtle Bay	Italian Restaurant	Coffee Shop	Steakhouse	Wine Bar	Sushi Restaurant	Hotel	Noodle House	Indian Restaurant	Japanese Restaurant	French Restaurant
36	Tudor City	Café	Park	Pizza Place	Mexican Restaurant	Greek Restaurant	Sushi Restaurant	Hotel	Deli / Bodega	Diner	Dog Run
38	Flatiron	Italian Restaurant	American Restaurant	Gym	Gym / Fitness Center	Yoga Studio	Vegetarian / Vegan Restaurant	Bakery	Clothing Store	Cosmetics Shop	Cycle Studio

APARTMENT SELECTION

Apartment 1:

Rent cost: US7500 slightly above the US7000 budget.

Located: 400 meters from subway station at 59th Street

Work place (Park Ave and 53rd): 600 meters way.

Subway: for other places around.

Venues: East side of Manhattan.

Apartment 2

Rent cost: US6935, just under the US7000 budget.

Located: 60 meters from subway station at Fulton Street,

Note: Have to ride the subway daily to work, possibly 40-60 min ride.

Venues: Cluster 3.