Battle of the Neighborhoods Toronto and New York Cities
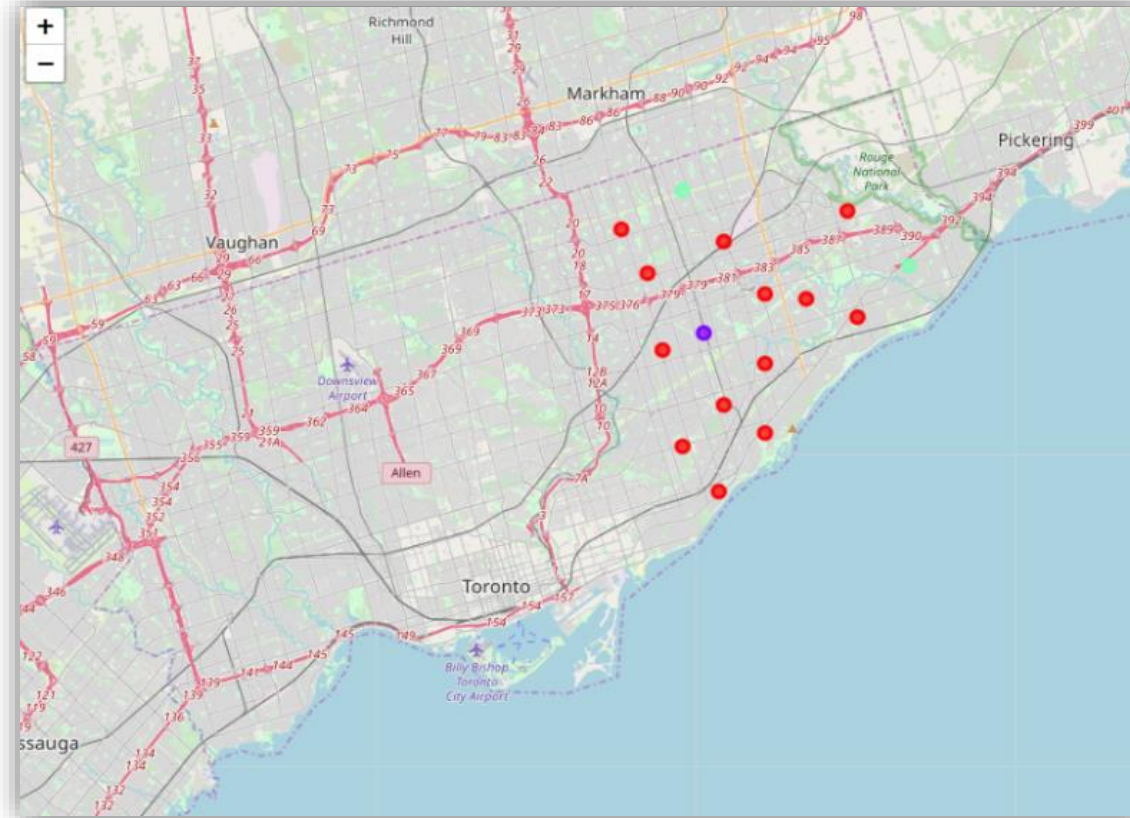
Problem Statement

➢ Understand the similarities and differences of neighborhoods between Scarborough borough in Toronto and Queens borough in New York.

➢ Select the best neighborhoods for a Gad Company to move its headquarters based on venues.
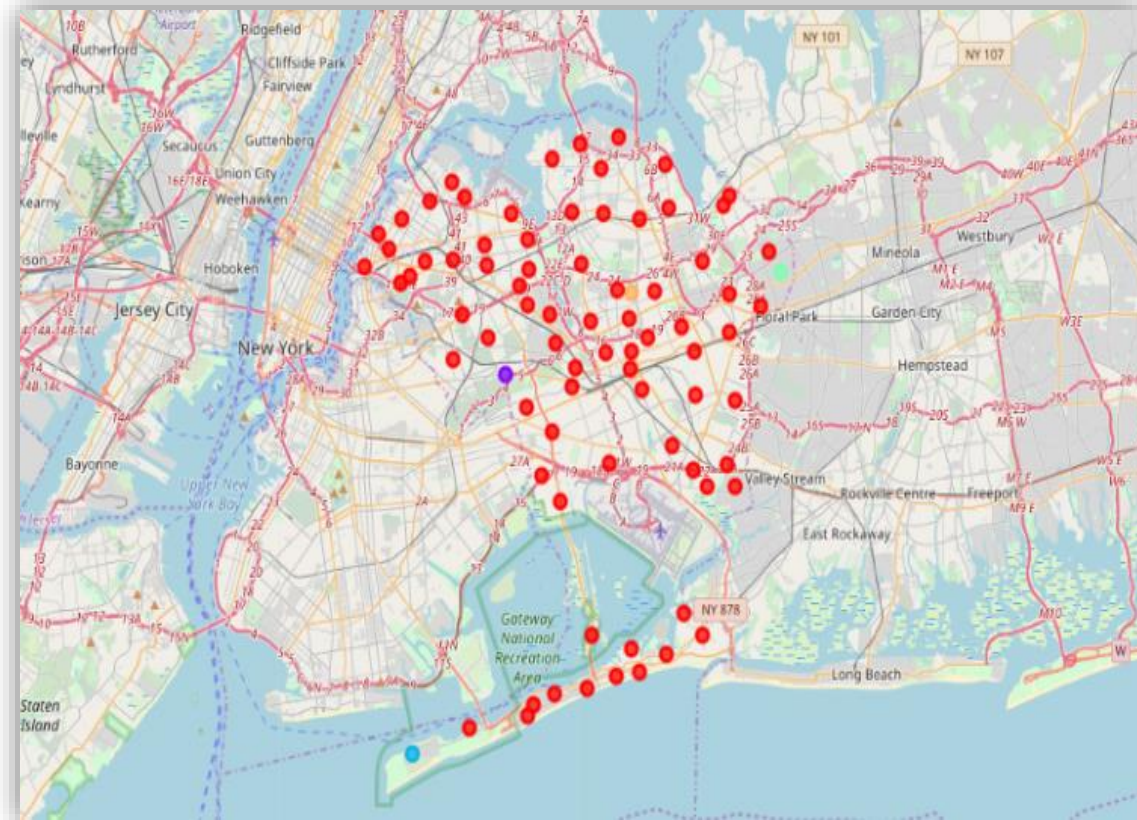
Objective

➢ Collect the neighborhoods top venues using foursquare.

➢ Form neighborhoods based on venue categories using unsupervised k-means clustering algorithm.

➢ Identify and understand the similarities and differences between Scarborough and Queens neighborhoods to obtain insights into the neighborhoods.

Map of Scarborough in Toronto

Map of Queens in New York City

Comparison between Scarborough and Queens neighborhoods

❖ Scarborough has 79 distinct venues in 52 categories.

❖ The most common venues in Scarborough are coffee shops, international restaurants and pharmacy.

❖ Queens has 1758 distinct venues in 271 categories.

❖ The most common venues in Queens are bodegas, bakeries, coffee shops and hotels.

Conclusion

Based on the quantity and variety of venues, Queens is a better choice than Scarborough to relocate the headquarters of the Gad Company.

Queens offers a greater amount of grocery stores, restaurants and hotels for individual and families of the employees.