



BATTLE OF THE NEIGHBORHOODS

BY LSPDBE

([HTTPS://GITHUB.COM/LSPDBE/COURSERA CAPSTONE](https://github.com/LSPDBE/COURSERA_CAPSTONE))

TORONTO VS NEW YORK CITY

A company is looking to expand to either New York City or Toronto, they want to find out which would provide the better quality of life for its employees.



PROBLEM STATEMENT

Understanding of the similarities and differences of the neighborhoods between Scarborough in Toronto (Canada) and Queens in New York City (United States)

Which would be the best neighborhood for company expansion based on venues present in each neighborhood.



OBJECTIVE

Collect the neighborhood top venues using the Foursquare API.

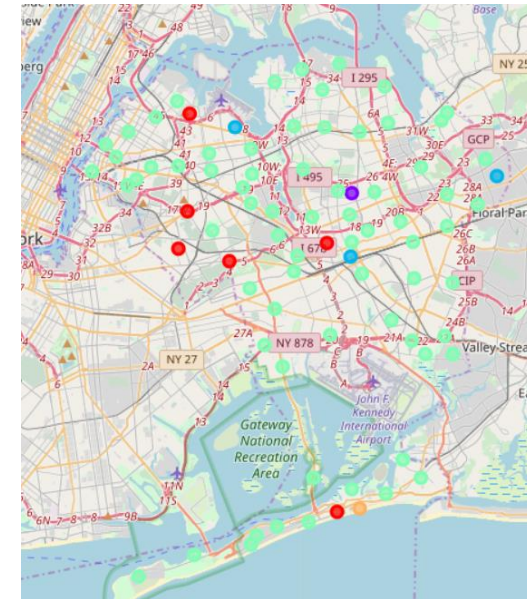
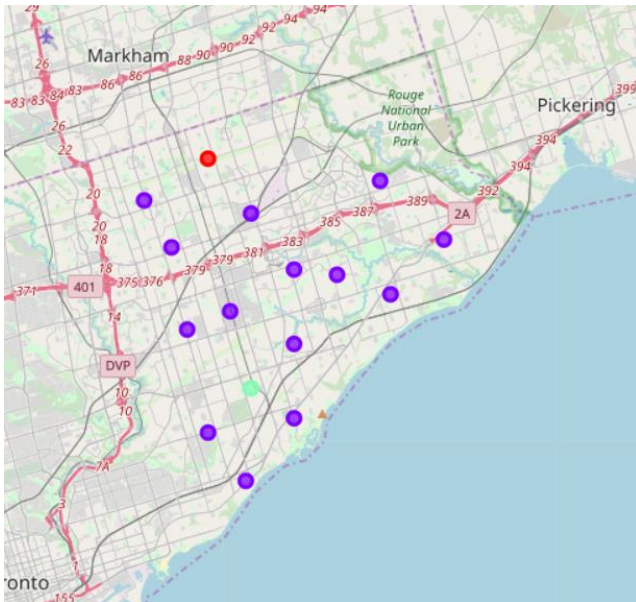
Using unsupervised K-means clustering, form neighborhood clusters and analyze accordingly.

Identification and understanding of the similarities and differences between Scarborough and Queens in terms of quality of life to gain insights for the management of the company.



K-MEANS CLUSTERING COMPARISON

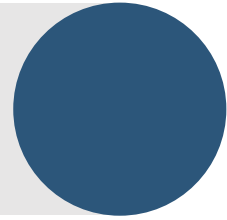
SCARBOROUGH



QUEENS

K-MEANS CLUSTERING COMPARISON

SCARBOROUGH



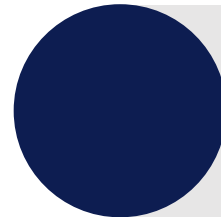
81 Distinct venues, 53 categories

Most common venues are coffee shops, international restaurants, and skating rinks.

2145 Distinct venues, 81 categories

Most common venues are bodegas, bakeries, coffee shops, and parks.

QUEENS



CONCLUSIONS

Based on the quantity and variety of venues:

QUEENS = better choice

The greater variety will provide more options towards different personality and family types of employees.





THANK YOU!



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