The Battle of Neighborhoods

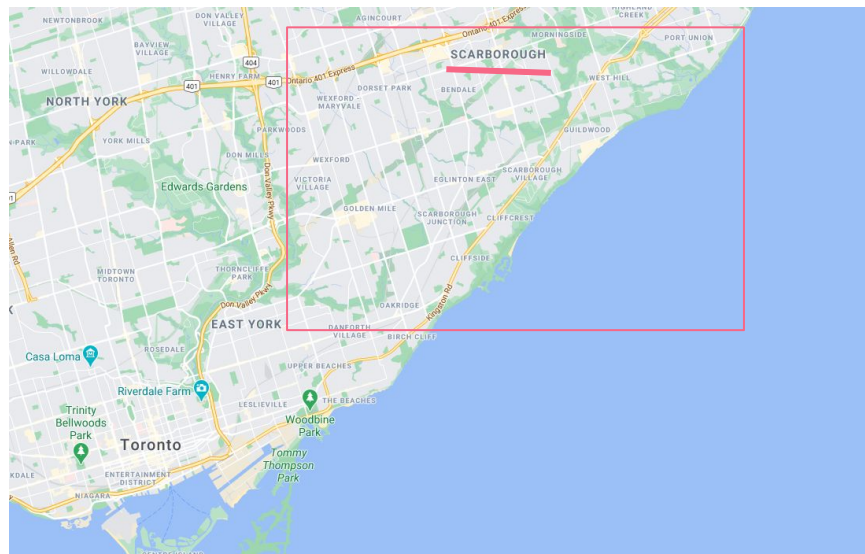*By Judith Duinisveld*

Toronto

New York

Introduction

➔ This project **will analyze neighborhoods** between Scarborough borough Toronto (Canada) & Queens borough New York City (USA)

➔ A **Fortune 500 company** is looking to move its HQ to either Toronto or New York City

➔ In order to do so the company **wants insight** into the neighborhoods and local businesses in the cities for **optimal living standards** and **quality of life** for their employees.

➔ This project describes the **exploration of the (dis)similarities** between certain neighborhoods in the two cities, so we can determine which neighborhood best fit the culture of the employees.
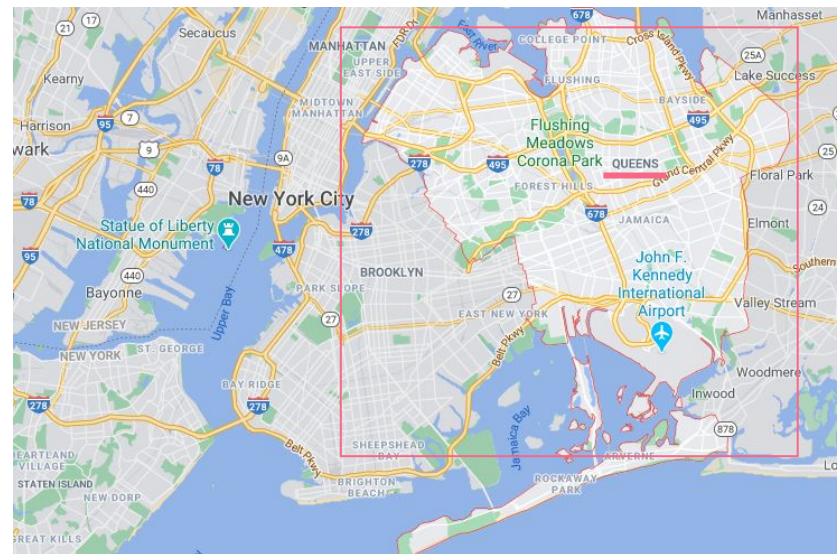
Toronto

Scarborough borough

New York City

Queens borough

Problem statement

➔ Understand the similarities and differences of neighborhoods between Scarborough borough in Toronto and Queens borough in New York City

➔ Select the best neighborhood for a Fortune 500 company to move its headquarters (next: HQ) based on venues