

Business problem

Glo-vate, a global business, is continuously considering new prospects internationally. Lately, the company desires to invest in a Restaurant Industry. The restaurant will also be promoted as an Entertainment Venue. Subsequently, Glo-vate did some investigating, and is interested in Manhattan, New York or Downtown, Toronto. Toronto is Canada's largest city. It's a good place for dining and kicking back. The people are friendly, and it's the impact of the city's 200-plus cultures when composed make Toronto lively. However, there is simply no place in the United States as bursting with as many restaurants and entertainment industries as New York City. New York is seen as the world's most important economic and cultural capital. The city's atmosphere and style of life are unique. Equally the municipalities are very diverse and are the monetary capitals of their countries. Glo-vate wants to compare the neighborhoods of the places and determine how parallel or different they are therefore making it easier to make a decision about where they should invest. This information provided by this report will be useful for individuals who are interested in investing or purchasing restaurants in New York or Toronto.

Data description

The neighborhoods data will be fetched and explored of Manhattan, New York and Downtown, Toronto from Foursquare API. The information we will be focused on are restaurants, coffee shops and entertainment venues. Neighborhood Segmentation and Clustering will be applied to analyze the neighborhood data and arrange the best restaurant location in both cities based on traffic and brand of restaurants. Finally, we will decide which city is the better place for Glo-vate to invest in.