The Battle of Neighborhoods

Coursera Capstone Project

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Background

- A financial company XYZ, based in Paris France, wants to open its first branch office in one of the three major cities of the world.

- Which city should it open the branch office?

Business Case

- The city chose should be such that
  - it has required amenities to setup office facilities.
  - it has good infrastructure to hold businesses and to increase it.
  - the city is too congested or has enough free spaces.
  - the business thrives in the city.

Three Cities

Three major cities are selected for the evaluation

London, UK

New York City

Toronto

Source of Data

- The primary source of data used was Foursquare API.

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DISCUSSION OF RESULTS

Features of Toronto

- The city is vibrant and multicultural.
- It has many restaurants and bars which makes around 25% of total.
- The coffee shops and fast food joints make up for another 24%.
- The city has many parks and open spaces which comprise for 10%
- Also the city has good and varied shopping places (21%)

Features of Toronto

Fig 5A : Shopping Centres in Toronto	
Malls & Shops	**Count**
Farmers Market	2
Wine Shop	2
Gourmet Shop	1
Antique Shop	1
Furniture/ Home Store	1
Clothing Store	1
Electronics Store	1
Bookstore	1
Comic Shop	1
Grocery Store	1
Shopping Mall	1
Plaza	1
Paper/ Office Supplies	1
Optical Shops	1
Men's Store	1
Laundry Service	1
Kid's Store	1
Jewellery Store	1
Women's Store	1
	21
	21.6%

Fig 1A : Restaurants & Bar in Toronto	
Restaurants and Bars	**Count**
Italian Restaurant	3
Hotel	3
French Restaurant	2
Falafel Restaurant	2
New American Restarant	2
Cocktail Bar	1
Hotel Bar	1
Wine Bar	1
Australian Restaurant	1
Asian Restaurant	1
Roof Deck	1
Veg/ Vegan Restaurant	1
Shushi Restaurant	1
Shanghai Restaurant	1
Restaurant	1
Gastronomy Restaurant	1
American Restaurant	1
	24
	24.7%

Venues in Toronto

Number of different venue categories in Toronto
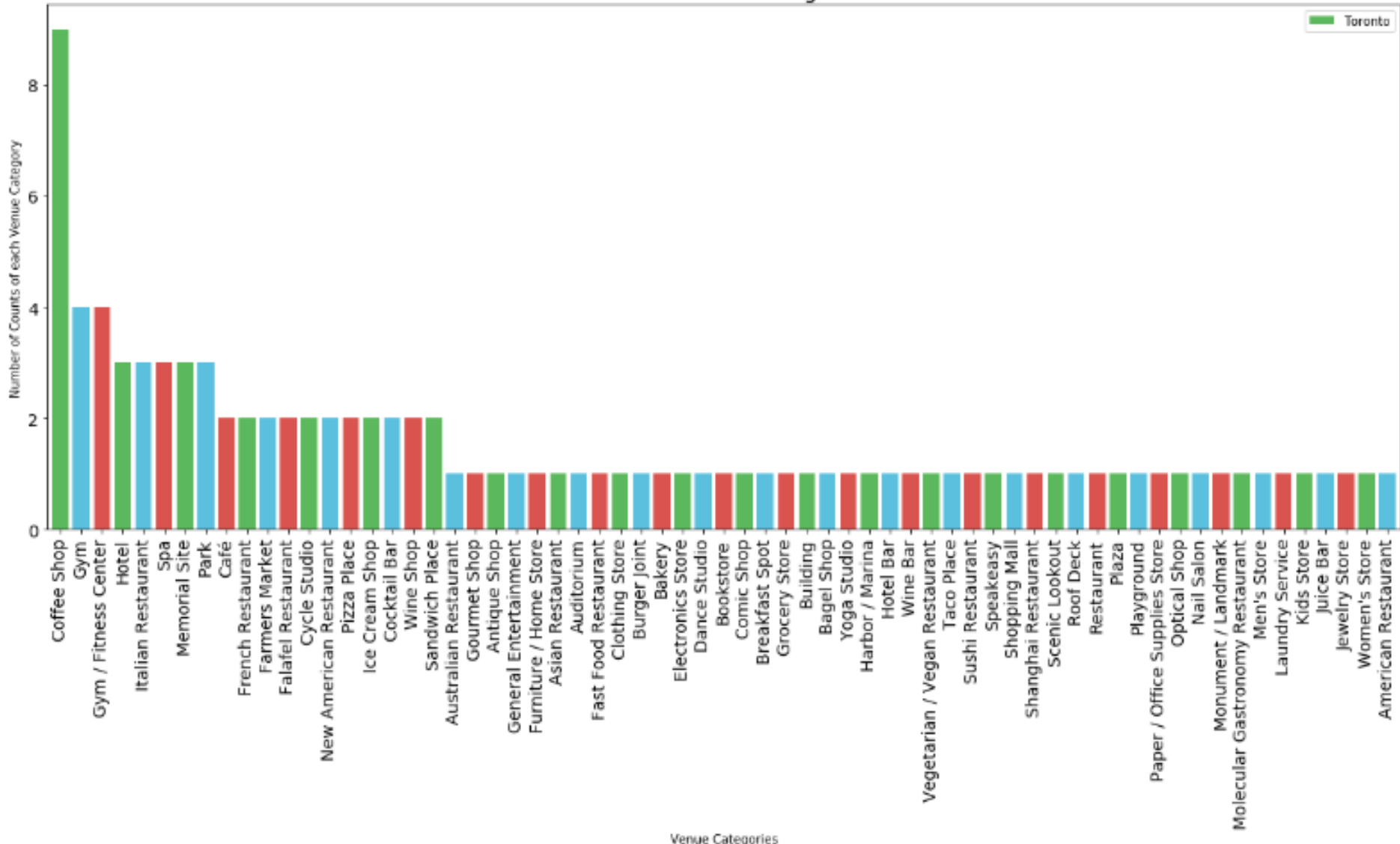
Features of London

- The city is very old and is the financial capital of Europe.
- The city has many Art and Entertainment centers, which comprises of 24% of the total venues.
- The cities parks and open spaces comprise of around 10%
- The city has plenty of shopping places which comprise of 33%
- The cities varied restaurants and bars comprise of around 25%

Features of London

Fig 1B: Restaurants/ Bar in London

Restaurants & Bar	Count
Hotel	4
Indian Restarant	3
Steakhouse	3
Restaurant	2
Beer Bar	2
Cocktail Bar	1
French Restaurant	1
Bar	1
Japanese Restaurant	1
Street Food Gathering	1
Gay bar	1
Pub	1
Wine Bar	1
Hotel Bar	1
Roof Deck	1
Ramen Restaurant	1
Total	**25**
	25.0%

Fig 3B: Art & Entertainment in London

Art and Entertainment Centre	Count
Theatre	8
Event Space	2
Indie Movie Theater	2
Art Museum	2
Art Gallery	2
Dance Studio	1
Concert Club	1
Comedy Club	1
Opera House	1
Art & Crafts Store	1
Multiplex	1
Jazz Club	1
Performing Arts Venue	1
Total	**24**
	24.0%

Venues in London

Number of different venue categories in London, United Kingdom
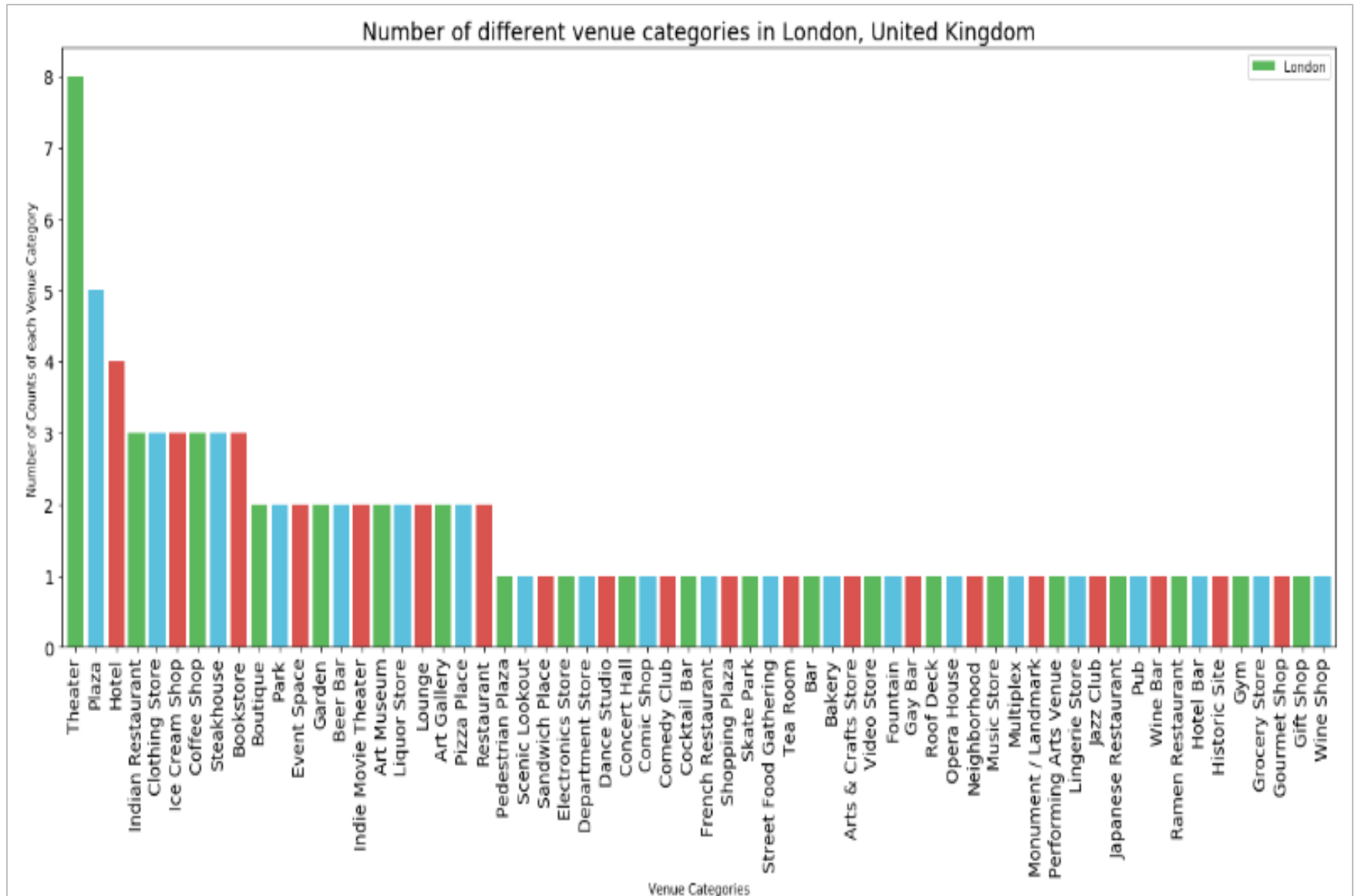
Features of New York city

- New York city is the financial capital of the entire world and many major companies in the city.
- The city boasts of many different types of restaurants and cafes. It comprises of 30% of total venues.
- Despite the city being very populous, its has open spaces and plenty of parks.
- The city has plenty of shopping places which comprise of 15%
- The cities has also lot of eateries and cofee shops comprising around 20%

Venues in New York City

Number of different venue categories in New York City
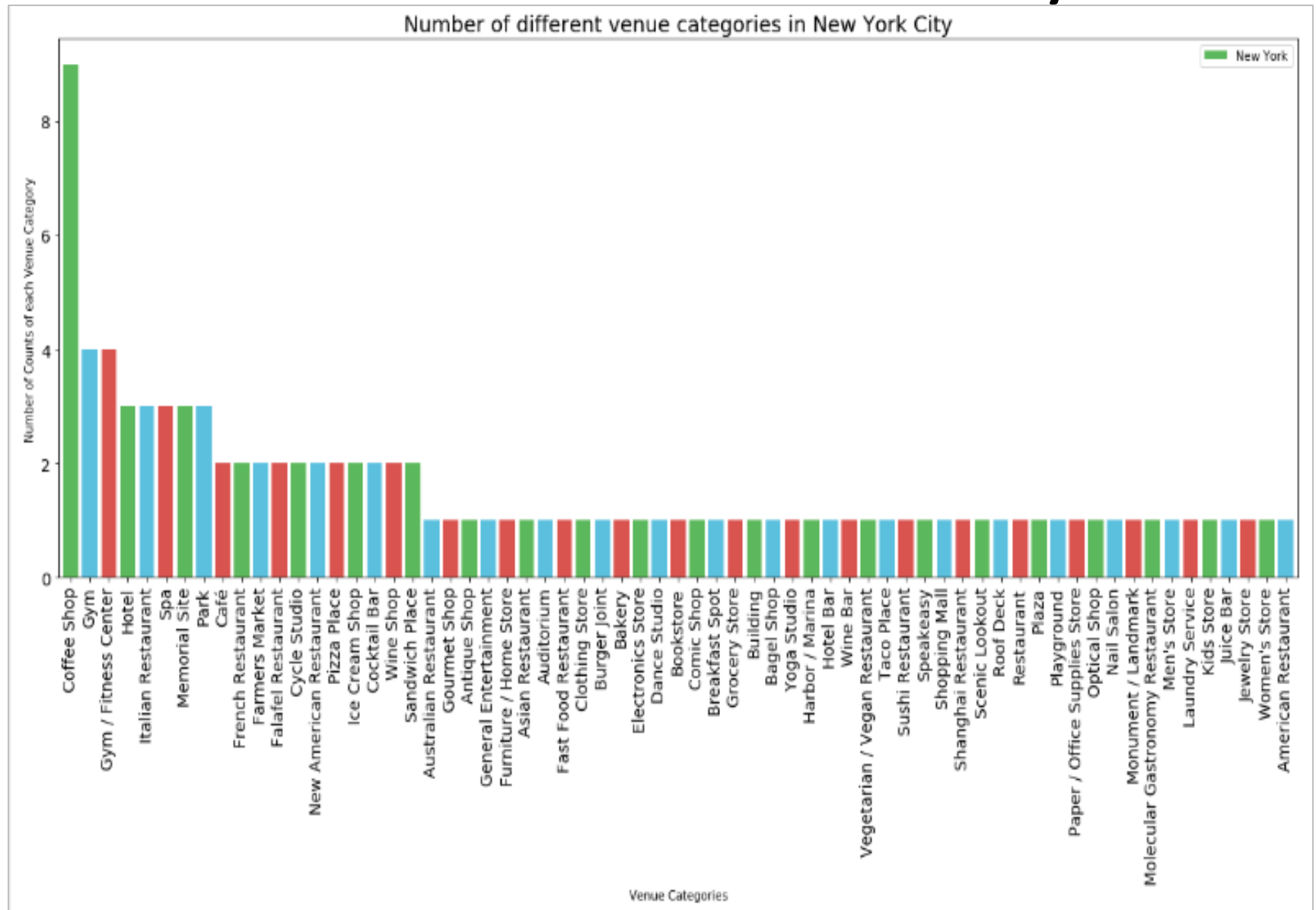
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CONCLUSION

Toronto is the city of choice.

- London is mainly having lot of art and culture.
- New York (NY) and Toronto have lot of restaurants which are good for business meetings.
- NY and Toronto also has plenty of open spaces.
- Toronto is cheaper than NY. Hence Toronto is the final choice.
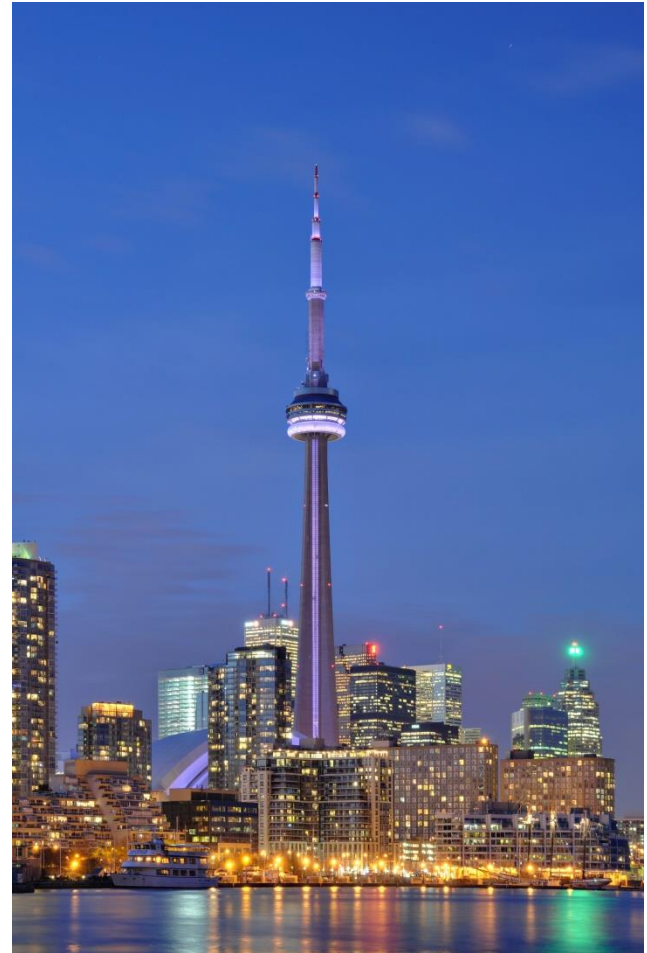
Thank You

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