**1. Business problem**

*“Start spreading the news, I'm leaving today. I want to be a part of it…”* New York City – the city that never sleeps – is still the one destination for many people who want to follow their dreams to succeed. But the city is huge and you would like to move to the area that will meet your needs and wishes. This may mean that you would like to live close enough to the popular spots to improve your chances of success, but at the same time be able to afford the place to live in. You would also like to feel safe and live in the low-crime area of the city. How do you find out which part of the city is the right for you? I will analyse some attributes to help with this problem, such as housing cost density of social places, and crime rate in the neighbourhoods of the New York City, to help the people who want to follow their dreams and move to New York City in deciding where to look for the place to live.