

Capstone Project - The Battle of Neighborhoods (Week 1)

Designer boutiques, fancy chain stores and high-end art galleries make trendy SoHo a top shopping destination, especially for out-of-towners. Known for its elegant cast-iron-facades and cobblestone streets, the neighborhood is also an atmospheric backdrop for fashionable crowds clustering at high-end restaurants and nightlife hotspots. During the day, street vendors sell everything from jewelry to original artwork.

Data - 2014 New York City Neighborhood Names

- This New York City Neighborhood Names point file was created as a guide to New York City's neighborhoods that appear on the web resource, "New York: A City of Neighborhoods." Best estimates of label centroids were established at a 1:1,000 scale, but are ideally viewed at a 1:50,000 scale.

How to use the data?

- The assignment will use the **explore** function to get the most common venue categories in the neighborhood of SoHo, and then use this feature to group the neighborhoods into clusters. The *k*-means clustering algorithm will be applied to complete this task. Finally, the Folium library to visualize the neighborhoods in SoHo and their emerging clusters will be merged.