Background & Objective

Background

Giuseppe DiMari is a renowned business man from little Italy, Manhattan. He has a few restaurants, mainly pizzerias, in that neighbourhood and he is thinking on expanding his operation into other neighbourhoods in other towns in America although he does not discard further growth in NY. Giuseppe has some friends in Chicago, Miami and Toronto. Thus he would like to select which neighbourhoods are the most similar to Little Italy based on the competition and nearby venues so that he can create a business in there. He is not just interested in one only neighbourhood, he wants a group of neighbourhoods he can chose from. If there are also neighbourhoods in NY that are similar to Little Italy, he would like to know those as well. Also, he is not particularly afraid of the competition, if anything, he prefers a neighborhood with competition since he know that this will help his Pizzeria to stay at its best. After all, it will be his inexperienced brother, Julio DiMari, who will be managing the restaurant. And he needs some healthy competition to become a successful business man.

Objective

Identify which neighbourhoods are the most similar to Little Italy(NY) in Miami, Chicago, Toronto and the broader neighbourhoods from NY. From these, identify which ones have enough competition.

Target Audience & Data

Target Audience

The target audience is just Giuseppe and possibly Donny. Perhaps the brother Julio will also be there but this will be just a project of business owenrs seeking clear guidance on similar neighboorhoods to Little Italy.

Background

First, it will be downloaded from Wikipedia and previous modules the neighborhoods from NY, Chicago, Toronto and Miami. For NY and Toronto we will use the data from other modules. For Miami and Chicago the data will be downloaded from wikipedia

After the names of the neighborhoods is obtained, we will obtain the latitude and longitude of each neighborhood. We will also double check that no error has occured (ie: neighborhoods located in LA).

After the neighborhoods and geoscpacial locations of these is obtained and these have been confirmed to belong to each city, we will download from Foursquare the 100 nearest venues to each geospacial address.