A tool for identifying neighborhoods in San Francisco that are similar to neighborhoods in Manhattan

Introduction

Background

Both San Francisco and New York City are centers for tech companies and finance and there are many people that needs to relocate from one city to another due to employment opportunities.

Problem

Because relocation is a complex (and expensive) endeavor, there are companies that helps people in this process. One of the first and most crucial steps in the process is choosing a place of living at the new city. This is not an easy step because many times the customers are not familiar with the neighborhoods at the new city.

In this project we built a tool for a relocation company that is specialized in moving between New York City (specifically Manhattan area) and San Francisco.

The purpose of the tool is to help a customer choosing a neighborhood to live in San Francisco by pointing on the neighborhoods in San Francisco that are the most similar to the customer's favorite neighborhood in Manhattan area.

Interest

Assisting the customer choosing a neighborhood in San Francisco based on his familiarity of neighborhoods in his/her current city will speed up the process of the relocation planning. It will save time and resources by narrowing the area in which the company has to search for real estate, school etc, and make the process of relocation more efficient – meaning more profit to the company and shareholders.