

IBM Professional Certificate in Data Science Capstone

# Relocation Recommendation system based on Neighborhood similarity

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## Introduction

This project aims to aid the user with choosing an ideal location for relocating an office space, store, home to another city with similar characteristics. It uses neighborhood segmentation and clustering to group neighborhoods in the destination city and on this basis, recommend an array of similar or better neighborhoods to choose from.

The similarity between neighborhoods is measured by comparing the venues in the neighborhoods. Therefore, two neighborhoods with the same type of venues would be considered similar. The type of venues accommodated in this study include places to shop, eat, drink and places for sight seeing

This study uses foursquare API and many other data sources to acquire location data. These are described in greater detail in the next section. For this study, we compare the neighborhoods of Toronto and Manhattan but the same concept can be extended to any pair of cities in the world.

**Target Audience.** The specific target users of this kind of application would include small start ups and employees who wish to relocate for better professional opportunities without compromising on the cost or quality of life