



# BATTLE OF NEIGHBORHOODS

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# Agenda

- Business Problem
- Data Acquisition and Preparation
- Findings
- Conclusion

# Business Problem

This presentation discusses about comparing the business opportunity provided by two major cities – New York, USA and Toronto Canada. This is to support a decision making process of establishing a restaurant in one of these cities. Appropriate statistical methods and models have been adopted to analyze the data and visualize the data. A conclusion was arrived based on the results found in the analysis and visualization.

# Data Acquisition and Preparation

Data has been acquired from the following sources

- Foursquare - is the major source of my analysis as it provides all the venues around the neighborhoods. This source is capable of providing lot of additional information like ratings etc. but for this analysis, I will be focusing at the high level and using the appropriate level of data that can be obtained with a regular membership
- Wiki - This is another lake of source. I will be using this to get the initial list such as zip/postal codes, boroughs etc.
  - Toronto Neighborhood [https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada: M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
- Other sites - to get information like demographics etc.
  - NY City Zip <https://public.opendatasoft.com/explore/dataset/us-zip-code-latitude-and-longitude/table/>
  - NY zip code Mapping <https://www.health.ny.gov/statistics/cancer/registry/appendix/neighborhoods.htm>

# Findings

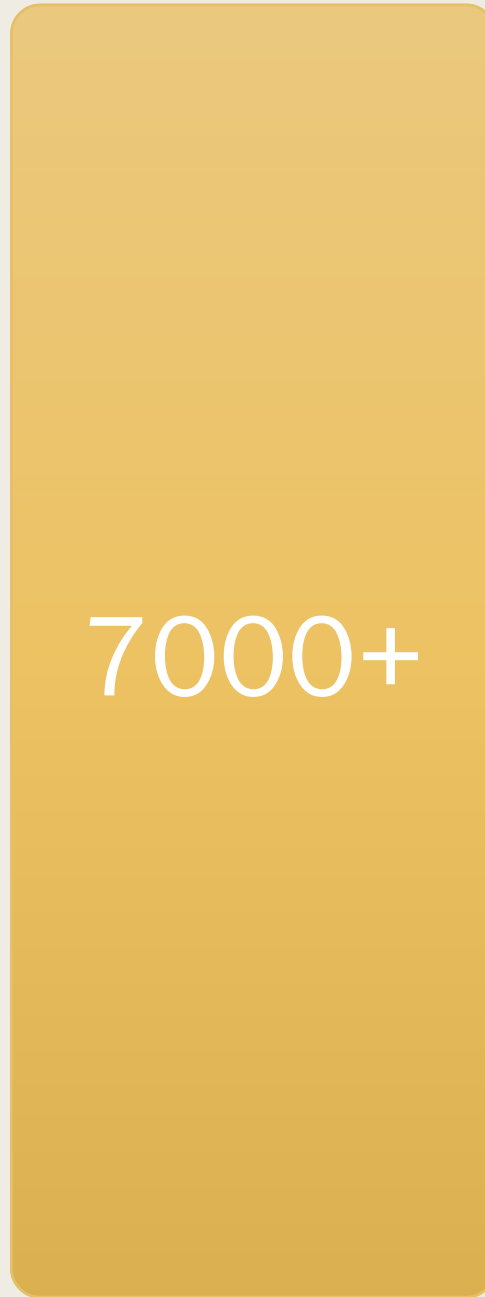
Total Venues

New York

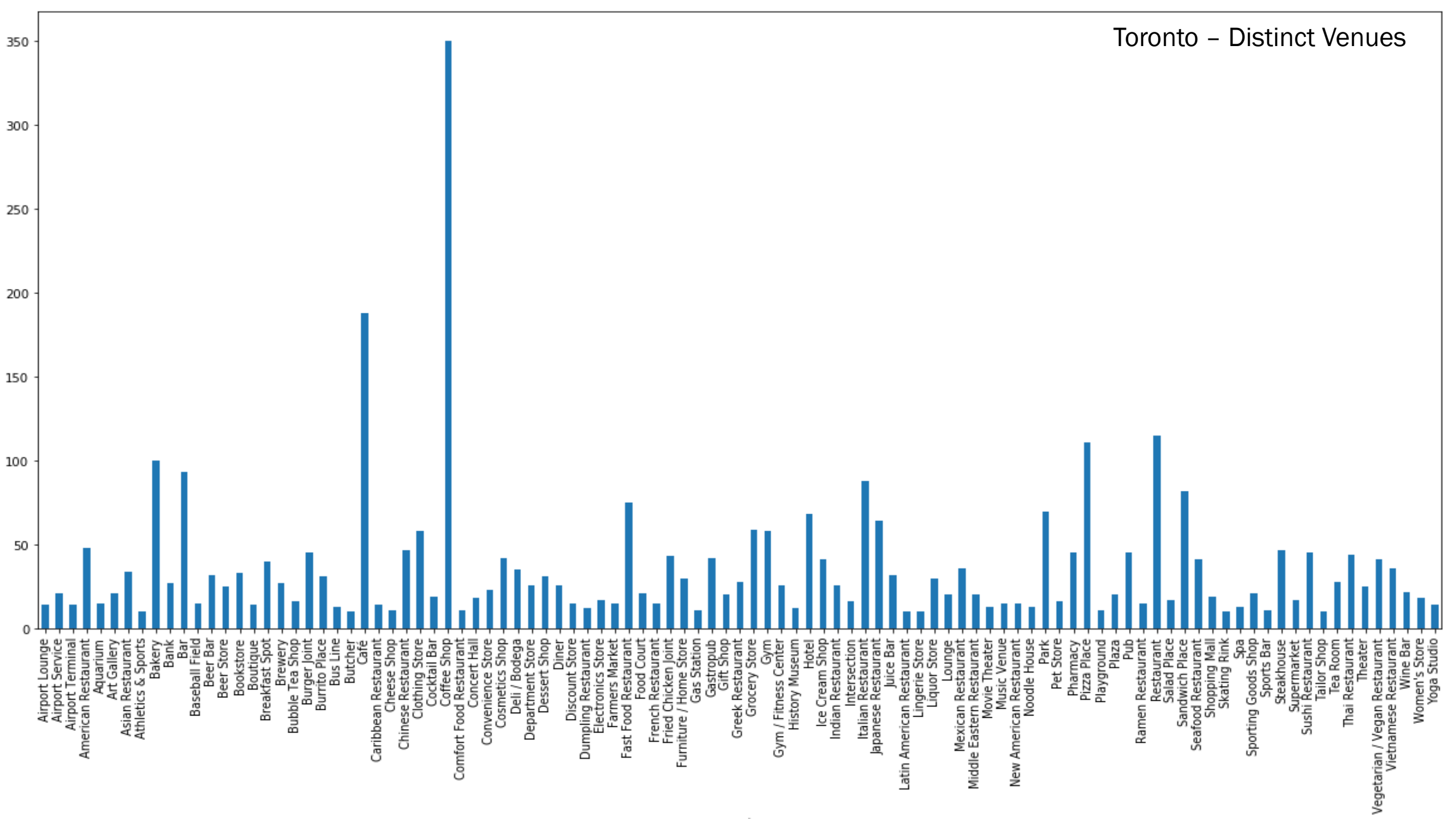
7000+

Toronto

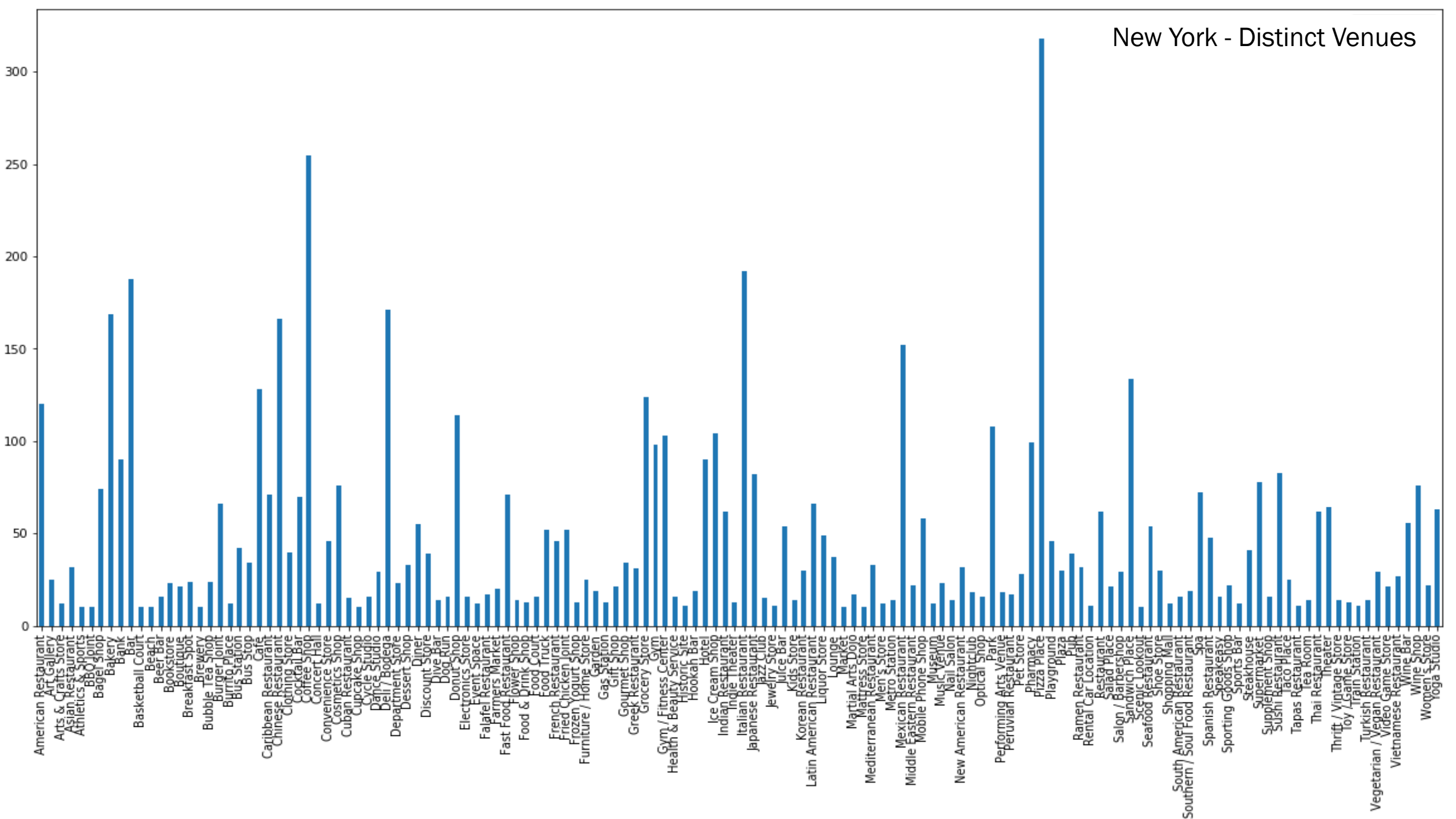
4000+



# Toronto – Distinct Venues



New York - Distinct Venues



# Findings

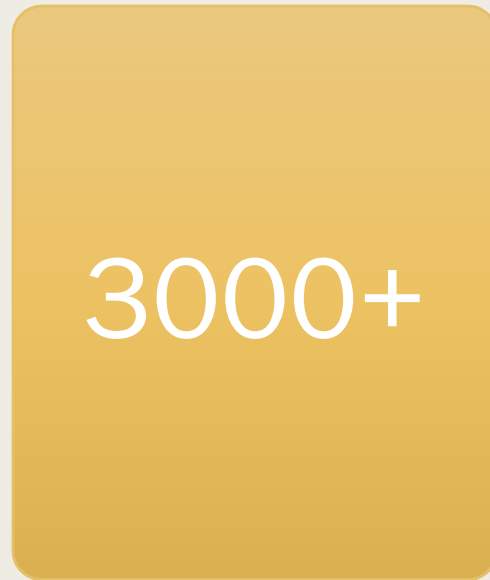
Food Related Venues

New York

3000+

Toronto

1000+





A word cloud visualization showing various cuisines and ethnicities. The words are arranged in a dense, overlapping manner, with colors ranging from dark blue/purple to green/yellow. The largest words are "South American", "Szechuan", "Caucasian", "Tex Mex", "Indian", and "Cantonese". Other visible words include "Peruvian", "Israeli", "Shanghai", "Swiss", "Hawaiian", "Udon", "Tapas", "Salvadoran", "African", "Austrian", "College\_California", "Kebab", "Venezuelan", "Halal", "Lebanese", "Moroccan", "Malay", "Russian", "Kosher", "Turkish", "Scandinavian", "Pakistani", "Persian", "Argentinian", "Jewish", "North\_Indian", "Tibetan", "Arapa", "Peking\_Duck", "Czech", "Japanese\_Curry", "Paella", "Spanish", "Soba", "Australian", and "Peruvian".

Cuisines in Toronto that are not in New York

Gaming\_Cafe Belgian

Comfort\_Food

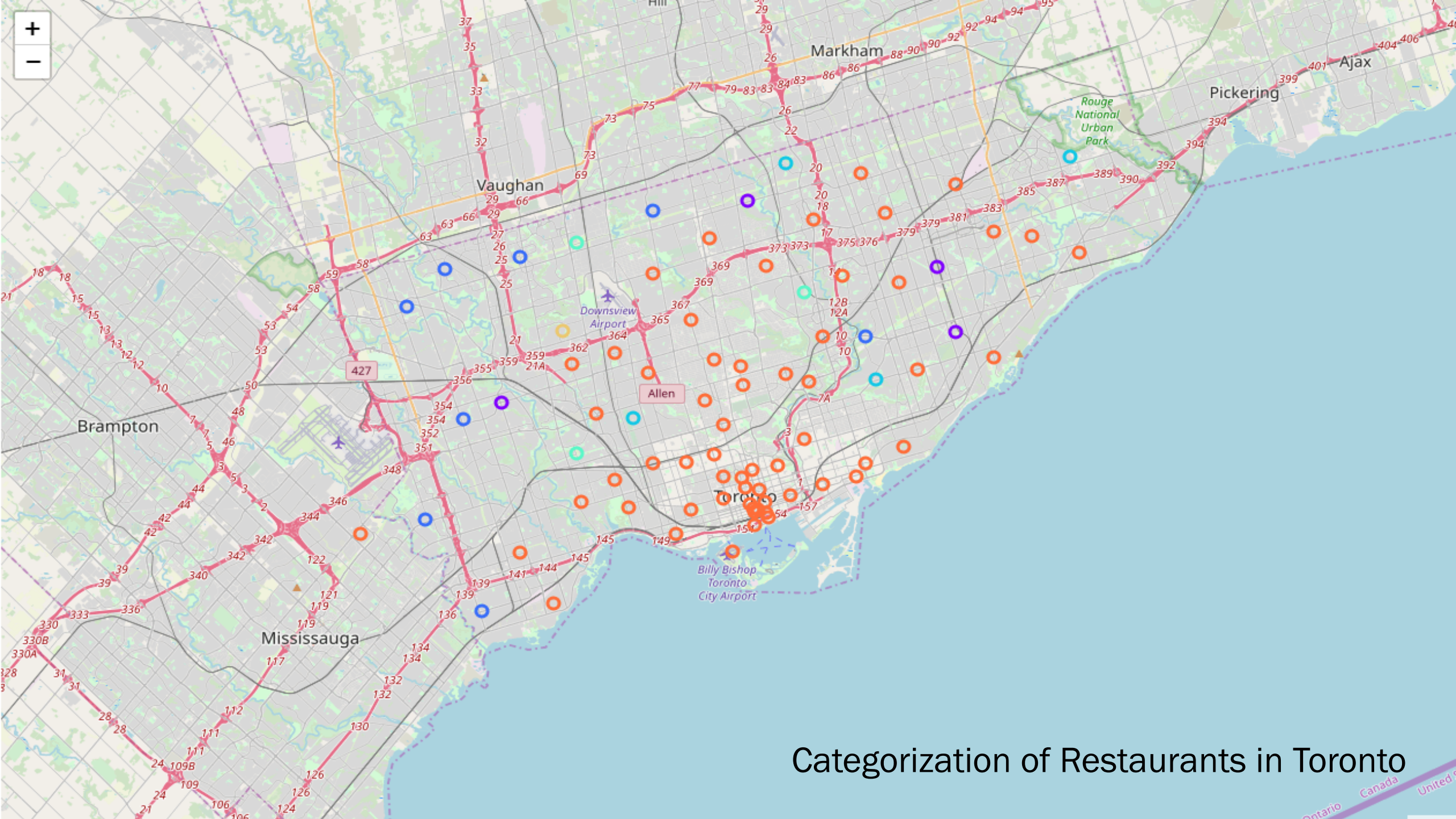
Airport\_Food

Hakka

Court

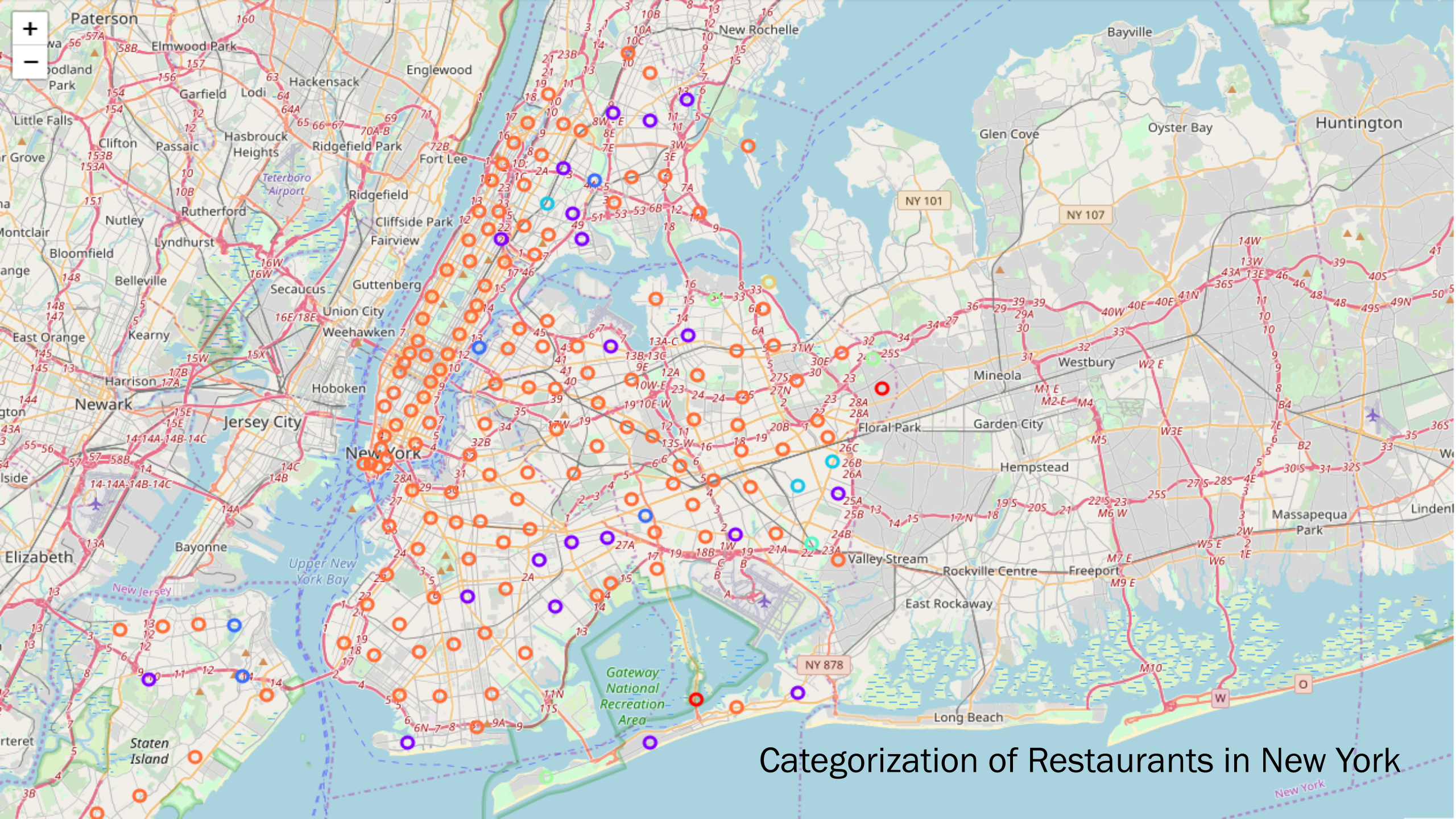
Doner





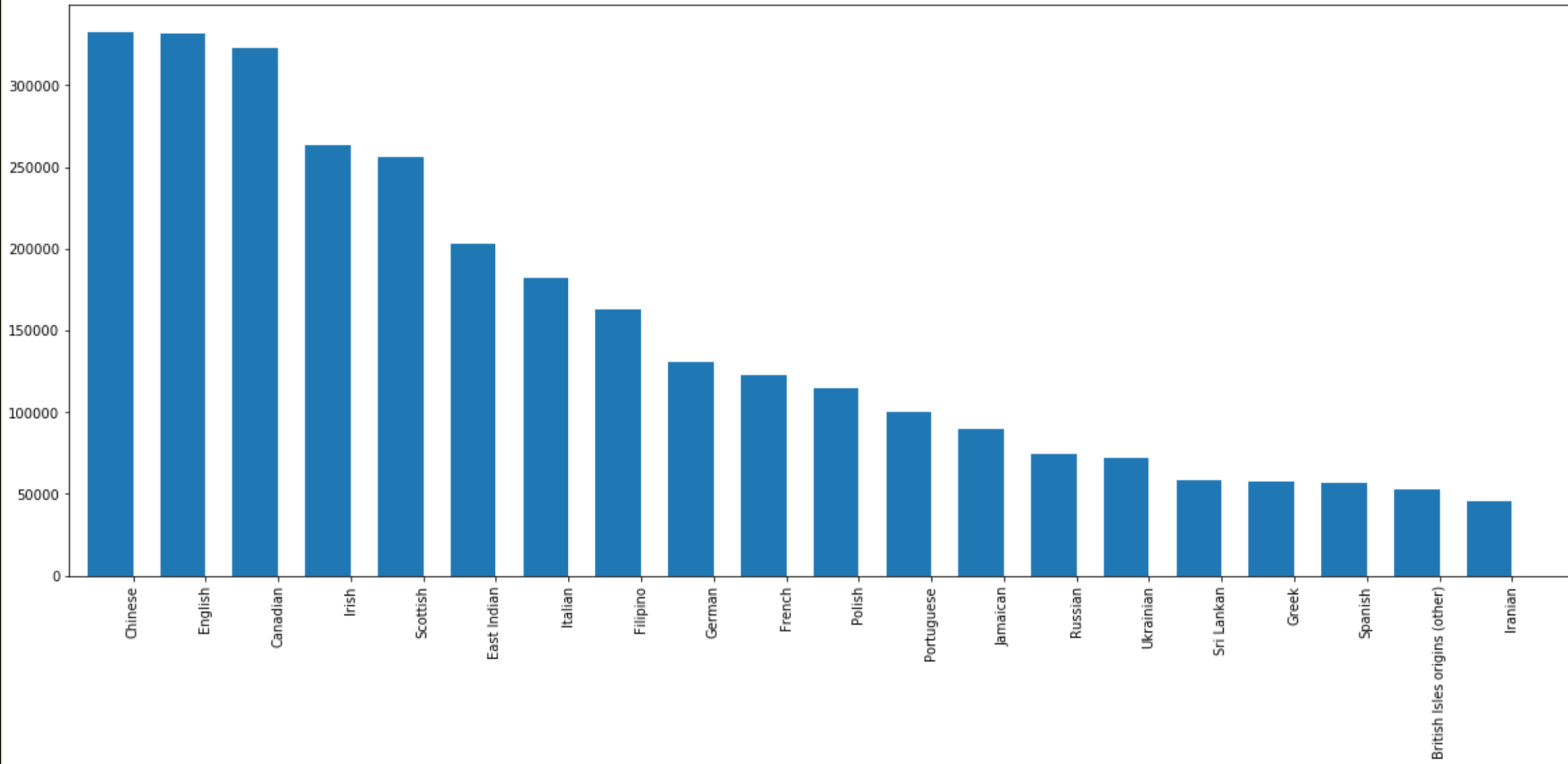
Categorization of Restaurants in Toronto





Categorization of Restaurants in New York

# Toronto Population by Ethnicity





# New York vs Toronto

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## A Quick View

Both cities are largest in their countries

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Both are Financial and Tourist capitals in their countries

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Both are having high cost of living

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Both cities are having good network of commutation – subways, busses

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Both cities are sharing a similar weather though TO is slightly colder than NY

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Multi Ethnic

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# Conclusion

- Recommendation is to establish a ***Specialty Cuisine in Toronto***
  - *While New York and Toronto both has variety of options, as far as the food related venues are concerned, Canada has lesser options comparatively*
  - *The distribution of regular-restaurants are dense in the Toronto but the suburbs are not that clustered so that can be considered to the location*
  - *Canada is also a multi-ethnic city, so it also would help run a successful business*