Introduction/Business Problem

Two of the world's most popular tourist locations are Toronto and New York City. In many respects, they are diverse, with each neighborhood within those cities presenting different types of food and culture. The two cities are multicultural in nature, and they are their respective countries ' financial hubs as well. Our desire is to explore how similar or different these two cities are in terms of food, lodging, beautiful locations/attractions, and several other tourist criteria.

Today, tourism is one of the economic pillars of the world for most countries. People most frequently visit countries that are rich in heritage and well established from an international viewpoint, either economically or environmentally. Every city is unique and offers something different and exciting, especially for tourists. And nowadays, data pertaining to the sights and locations of everything on the planet is just a few clicks of a button away, making it easier and more accessible to explore than ever before. This crucial travel data is one of the most powerful tools that a tourist can have when it comes deciding where they would like to travel, as well as comparing multiple different locations to each other in order to see the unique qualities of each destination.

But the data must be gathered and compiled first if the tourists hope to use it one day. Stakeholders would be interested in this project as it is a great basis for developing a program that can be used to compare different travel destinations and weigh their pros and cons as well as determining what is unique about what each destination offers. By being able to efficiently and effectively gather and analyze geographic data from Foursquare, one may be able to achieve this. My target audience should therefore be tourists and tourist/travel agencies. The more information a tourist is given about a location, the more likely they might plan to actually go there someday.