



Battle of the Neighbourhoods

Toronto vs New York City

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Problem Statement

- Understand the similarities and differences of neighbourhoods between Scarborough borough in Toronto and Queens borough in New York City.
- Select the best neighbourhoods for a Fortune 500 company to move its headquarters based on venues



Objective

- Collect the neighbourhood's top venues using foursquare
- Form neighbourhood based on venue categories using unsupervised k-means clustering algorithm
- Identify and understand the similarities and differences between Scarborough and Queens neighbourhoods to obtain insights into the neighbourhoods.



Map of Scarborough in Toronto

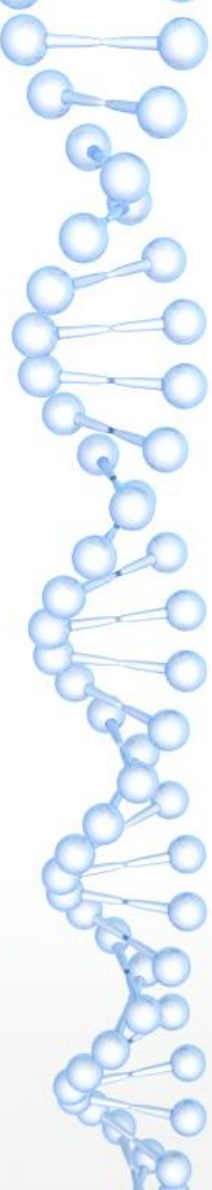
Different neighbourhood
clusters



Map of Queens in New York City

Different
neighbourhood
clusters





Comparison between Neighbourhoods Scarborough vs Queens

- Scarborough has 79 distinct venues in 52 categories
- The most common venues in Scarborough are coffee shops, international restaurants, and skating rinks
- Queens has 1760 distinct venues in 269 categories



Conclusion

Based on the quantity of venues and variety of venues, Queens is a better choice than Scarborough to relocate the headquarters of the company. Queens offer a greater amount of gyms, grocery stores, restaurants for individual and families of the employees.