

Comparing the tourism prospects of two cities: New York and Toronto

Why comparison is important in tourism industry:

- It empowers visitors to optimize his time and money and select the destination that will give him the most diverse experience.
- The recipients get a better crowd and they don't have to put extra efforts .
- A visitor can plan his itineraries before visiting the actual place.

Data Acquisition and Cleaning

- For Scarborough case, we have extracted table of Toronto's Borough from Wikipedia:https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M
- For Manhattan we get data from https://cocl.us/new_york_dataset
- Manhattan Consists of 2988 venues and Scarborough contain 1500 venues
- Data containing NaN values were dropped

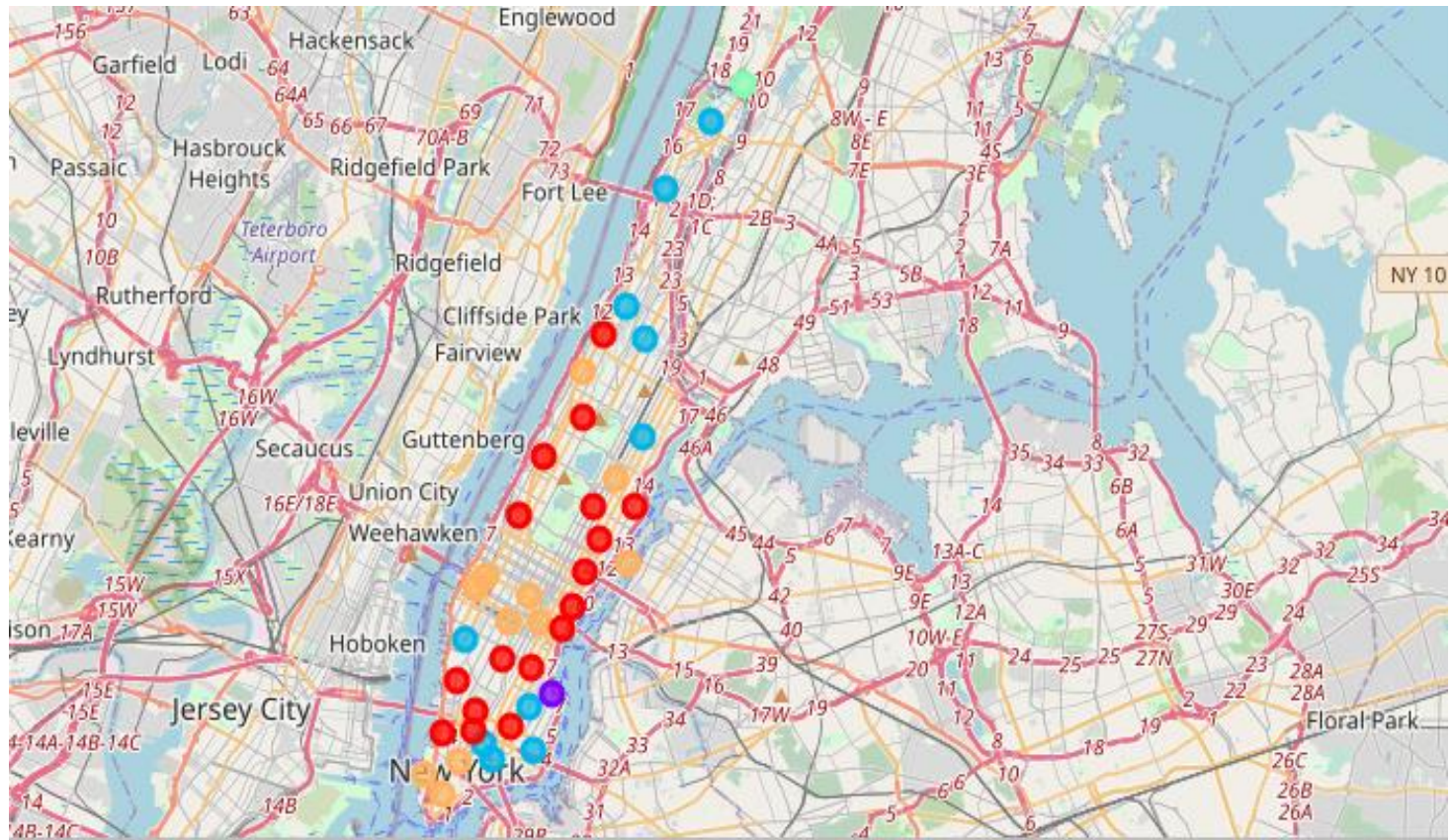
Manhattan Data frame Sample

	Borough	Neighborhood	Latitude	Longitude
0	Manhattan	Marble Hill	40.876551	-73.910660
1	Manhattan	Chinatown	40.715618	-73.994279
2	Manhattan	Washington Heights	40.851903	-73.936900
3	Manhattan	Inwood	40.867684	-73.921210
4	Manhattan	Hamilton Heights	40.823604	-73.949688

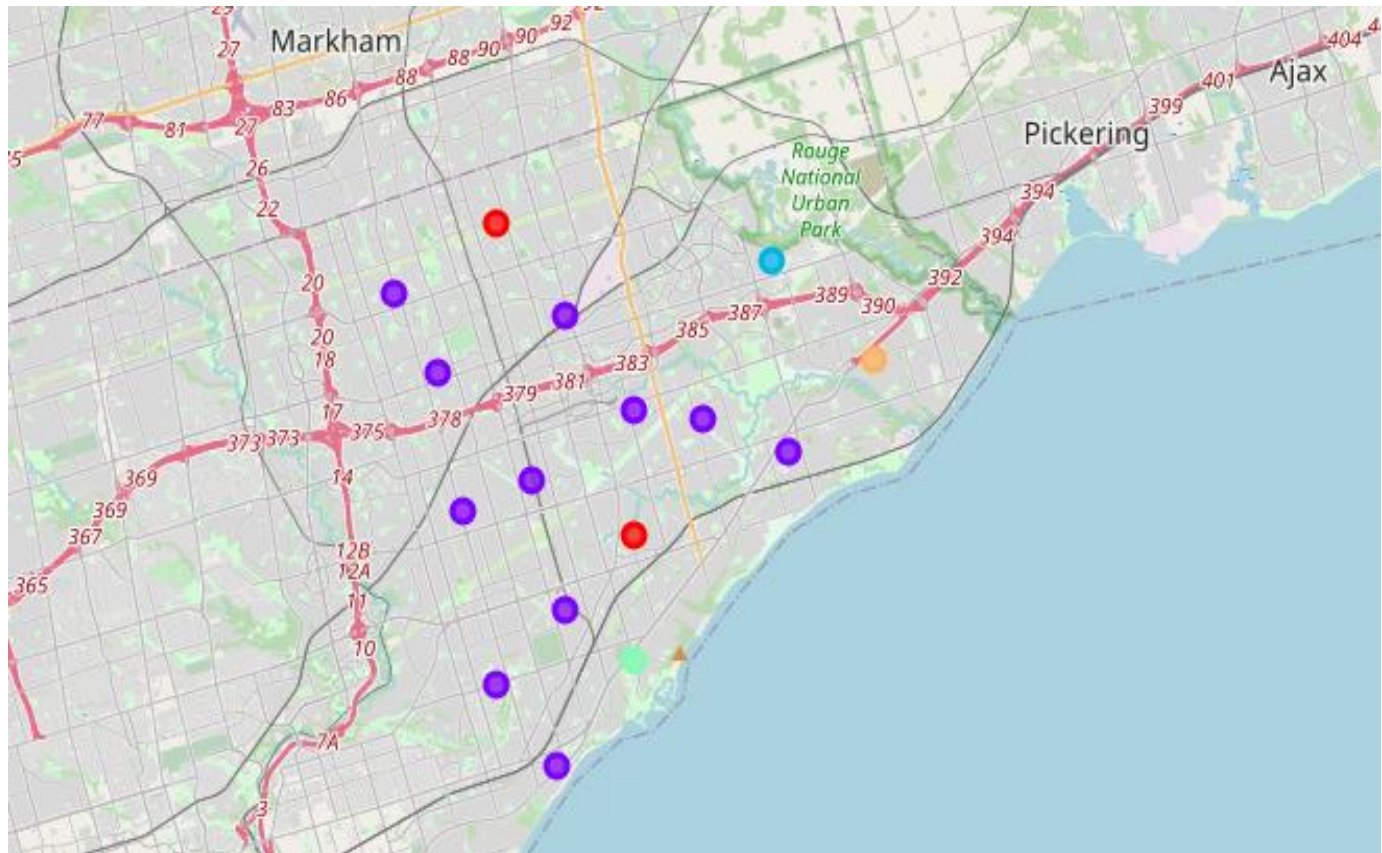
Scarborough Data frame sample

	PostalCode	Borough	Neighborhood	Latitude	Longitude
0	M1B	Scarborough	Malvern / Rouge	43.806686	-79.194353
1	M1C	Scarborough	Rouge Hill / Port Union / Highland Creek	43.784535	-79.160497
2	M1E	Scarborough	Guildwood / Morningside / West Hill	43.763573	-79.188711
3	M1G	Scarborough	Woburn	43.770992	-79.216917
4	M1H	Scarborough	Cedarbrae	43.773136	-79.239476

Manhattan Clustering



Scarborough Clustering



Conclusion

- Scarborough in spite of having rivers doesn't use it efficiently for the water activities. Adding these features would definitely help neighborhoods generate more revenue
- Manhattan in general consists of a lot of bars, hence it would be better if they try to explore something recreational to provide diversity.