



Battle of the Neighborhood

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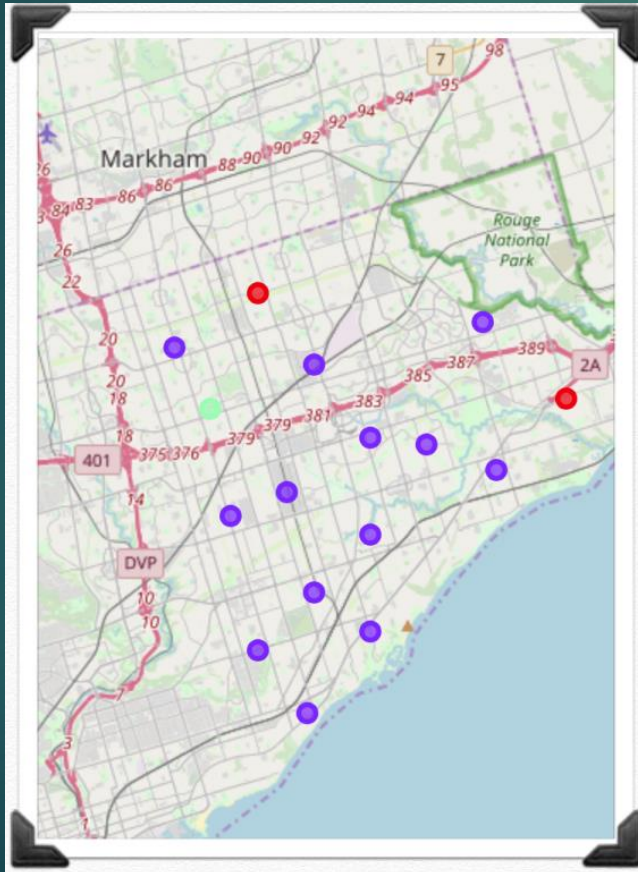
UNDERSTANDING THE PROBLEM

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

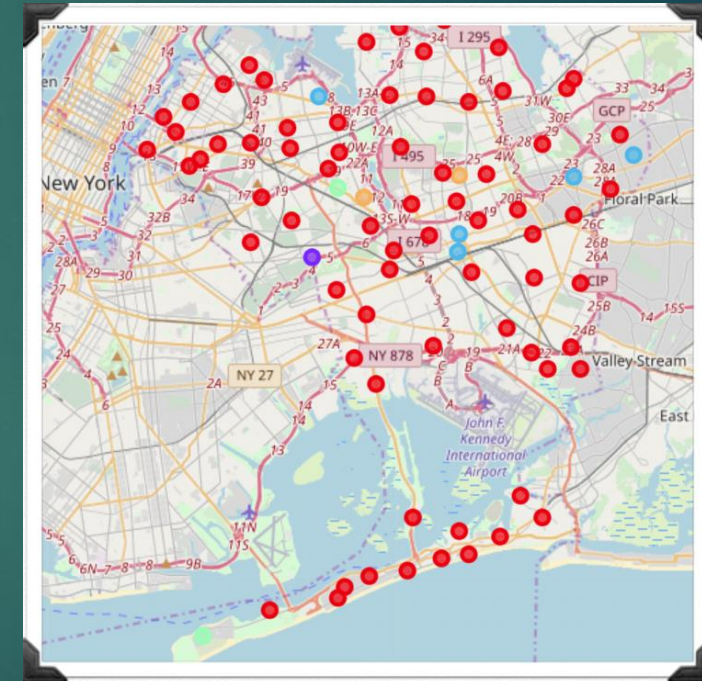
OBJECTIVES

- ▶ Collect the neighborhoods top venues using Foursquare
- ▶ Form neighborhood based on venue categories using unsupervised k-means clustering algorithm
- ▶ Identify and understand the similarities and differences between Scarborough and Queens neighborhoods to obtain insights into the neighborhoods

TORONTO



NEW YORK CITY



COMPARISON OF THE NEIGHBORHOODS

- ▶ 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
- ▶ The most common venues in Queens are bodegas, bakeries, coffee shops, and parks

CONCLUSION

- ▶ Conclusion Based on the quantity of venues and variety of venues, Queens is a better choice than Scarborough to relocate the headquarters of the Fortune 500 company. Queens offer a greater amount of gyms, grocery stores, restaurants for individual and families of the employees.