

Problem Statement

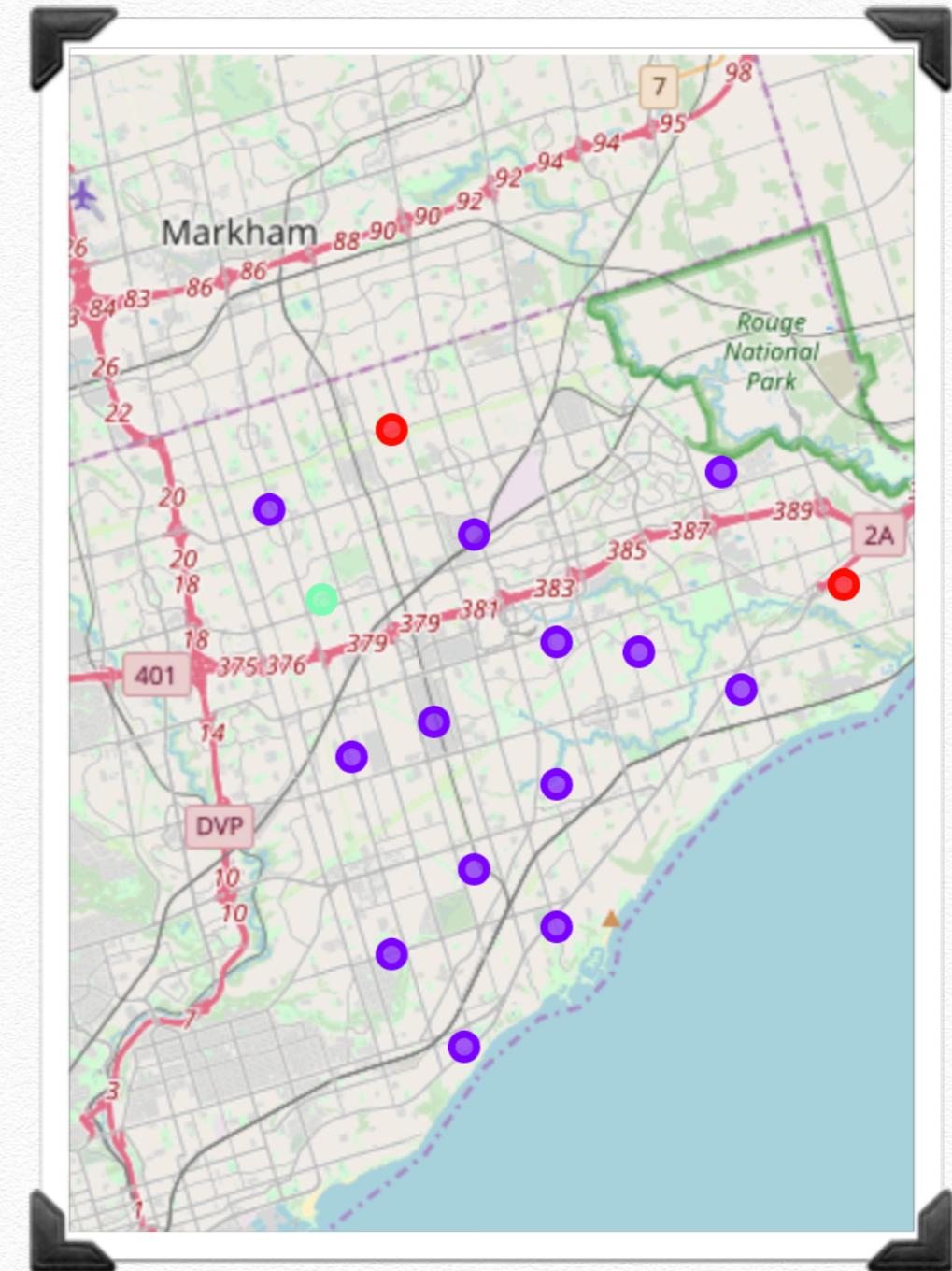
- ❖ Understand the similarities and differences of neighborhoods between Scarborough borough in Toronto and Queens borough in New York City
- ❖ Select the best neighborhood for a Fortune 500 company to move its headquarters based on venues

Objective

- ❖ 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

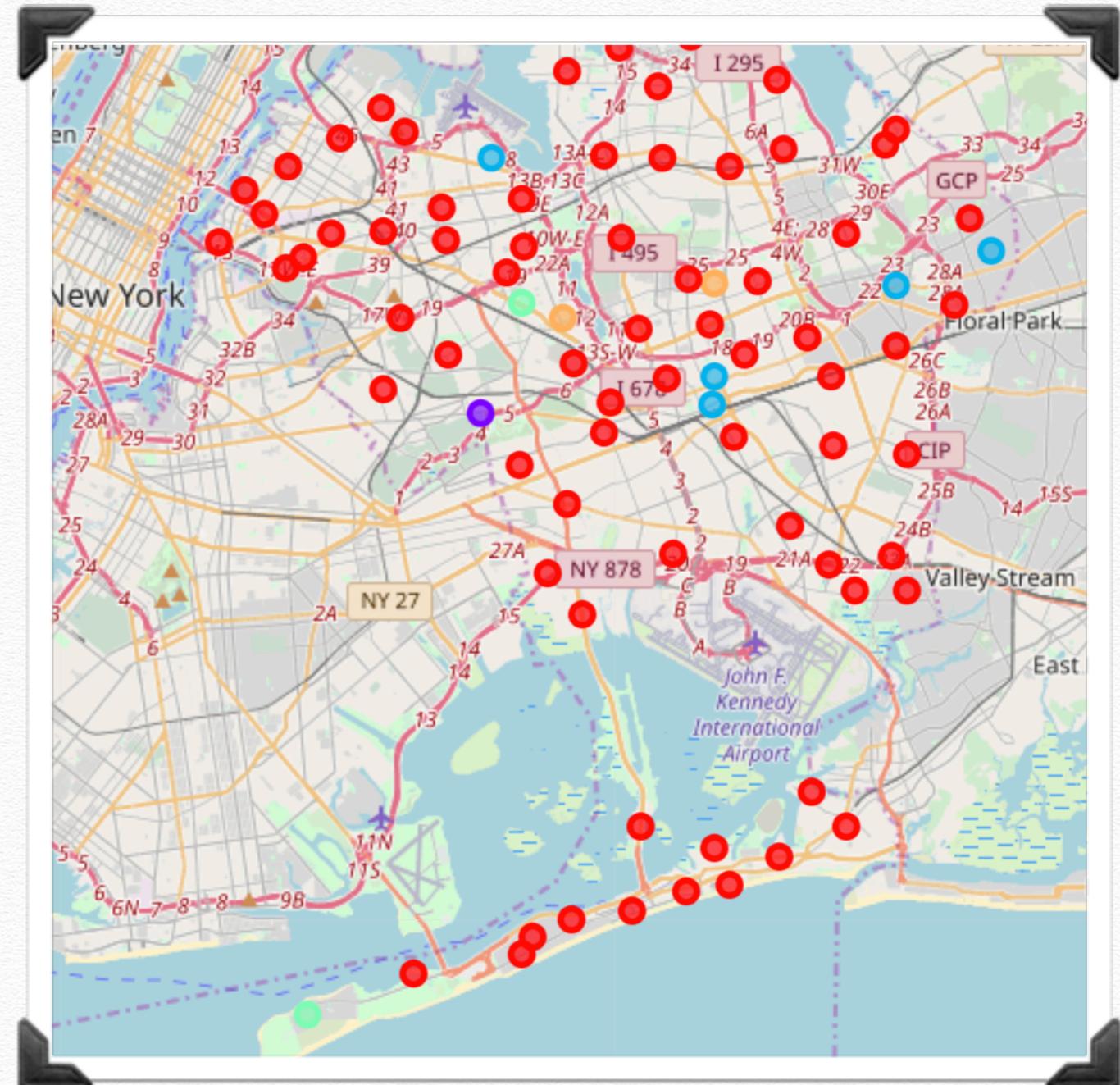
Map of Scarborough in Toronto

Different neighborhood clusters



Map of Queens in New York City

Different neighborhood
clusters



Comparison between Neighborhoods

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

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.