Capstone Project - The Battle of Neighborhood: From Cambridge, MA to Manhattan, NY
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Introduction/Business Problem

Due to the COVID-19 pandemic, a lot of people around the world have been forced to work from home. However, seeing as a lot of companies have determined that having employees work remotely is a feasible long-term option, a lot of people have moved from more expensive cities like New York—while saving in rent and maintaining their same jobs. Due to the decreased demand for real state, rent prices have reduced substantially so for a lot of people now would be a good opportunity to move to a city that they couldn't afford pre-pandemic. According to Forbes, rent in New York City has dropped to 10-year lows. Rent in Manhattan has dropped 12.7%, which is more than the 10% drop that happened during the 2008 recession. This decrease has been propelled by an overall increase of 37,000 rentals.

For the purpose of this project, we are going to look at my particular case. I live in the city Cambridge, MA, which is adjacent to the city of Boston. Given that rent has decreased substantially in Manhattan and is now comparable to rent in the Cambridge/Boston area, I want to explore the idea of moving to a similar neighborhood in Manhattan. For that, I will be doing a clustering analysis with neighborhoods in Boston and Cambridge to understand more about the type of neighborhood I live in. Then, I will proceed to do a clustering analysis with neighborhoods in Manhattan (my preferred borough in New York) to find a similar neighborhood to the one I currently live in and could potentially move to.

Target Audience

Although this project will be focused on people wanting to move from Boston to New York, it could also serve for people who are looking to move to a different city or different neighborhoods in the same city. It could be for people, like me, who want to live in a similar neighborhood they currently live in or for people who are seeking to live in a neighborhood that has a specific set of venues. Additionally, this project is especially helpful because it can condensate everything a neighborhood has to offer, which is something that would be very time consuming to do by browsing the web. Thus, this is something that would be useful for both people who know the city they want to move to and for people who don't know much about it. Lastly, not only would this allow for people to find similar neighborhoods to potentially move to, but it could also help the realize that it might not be worth moving elsewhere because another neighborhood or city might not offer what they are looking.