1 Introduction

New York City (NYC) is an extremely popular city and, of course, one of the most attractive cities in the world. With an estimated population of 8,336,817 (2019) distributed over about 302.6 square miles, NYC is also one of the most densely populated cities in the world. Many districts, landmarks and organizations of NYC are well known and attracting a huge number of immigrants yearly. So many people are coming to NYC for living and working, but before they migrate, they will have to check the opportunities of its boroughs namely Bronx, Brooklyn, Manhattan, Queens, and Staten Island.

1.1 Scope of Interest

The aim of this project is to help people explore different living opportunities and to help make better decisions before migrating to NYC. The projects aim to create an analysis of features for a comparative analysis. The features include statistics like population, land area, population per square mile, household income, per capita income, housing units, mean travel time to work, housing owner costs (with a mortgage as well as without a mortgage), and median gross rent. These features will be potential factors to help people to get awareness before starting a new life.

This study focuses on the moving decision of young families, because their decision usually needs to be better prepared and is usually irreversible. By doing so, parents of a young families are the main audience of this study. Young Families will be defined as young couples with at least one child in school age.

1.2 Analytical Approach

The project aims to do a comparative analysis between NYC's boroughs in a first step. In a second step, the individual neighborhoods of the selected borough are analysed among themselves. A k-Means clustering method is applied in both steps of the investigation. For a better exploration, the cluster analysis is supplemented by some descriptive statistics.