

❖ Description of Problem

➤ Business understanding

New York City is the most populous metropolis in the United States. It is composed of 5 boroughs, including Manhattan, Brooklyn, Queens, Bronx and Staten Island. Since each borough has its unique history and characteristics, this project aims to explore what are the top venue categories in each borough and what venue categories are exclusively-owned by each borough.

➤ Analytic approach

Since the goal of this project is mainly about exploring the similarities and dissimilarities among different boroughs, the descriptive model is chosen.