Chan Jang - April 2020

Washington D.C. vs New York City

Battle of the Neighborhoods

Problem Statement

- A Fortune 500 company is interested in expanding a second headquarters to a major metropolitan area (preferably east coast).

- The company would like to analyze the most similar location as their primary location is in Queens, New York

- The first choice in setting up a second location is in Georgetown, Washington D.C.

- The senior leaders would like to understand how the two cities are related and if it would make sense to set up a headquarters there

Methodology

- Compare and contrast two locations (Georgetown, Washington D.C. and Queens, New York) using the Foursquare API

- Analyze the location data using k-means clustering

- Find evidence to support/deny the decision to set up another headquarter location in Georgetown with data analysis