

Chan Jang - April 2020

Washington D.C. vs New York City Battle of the Neighborhoods

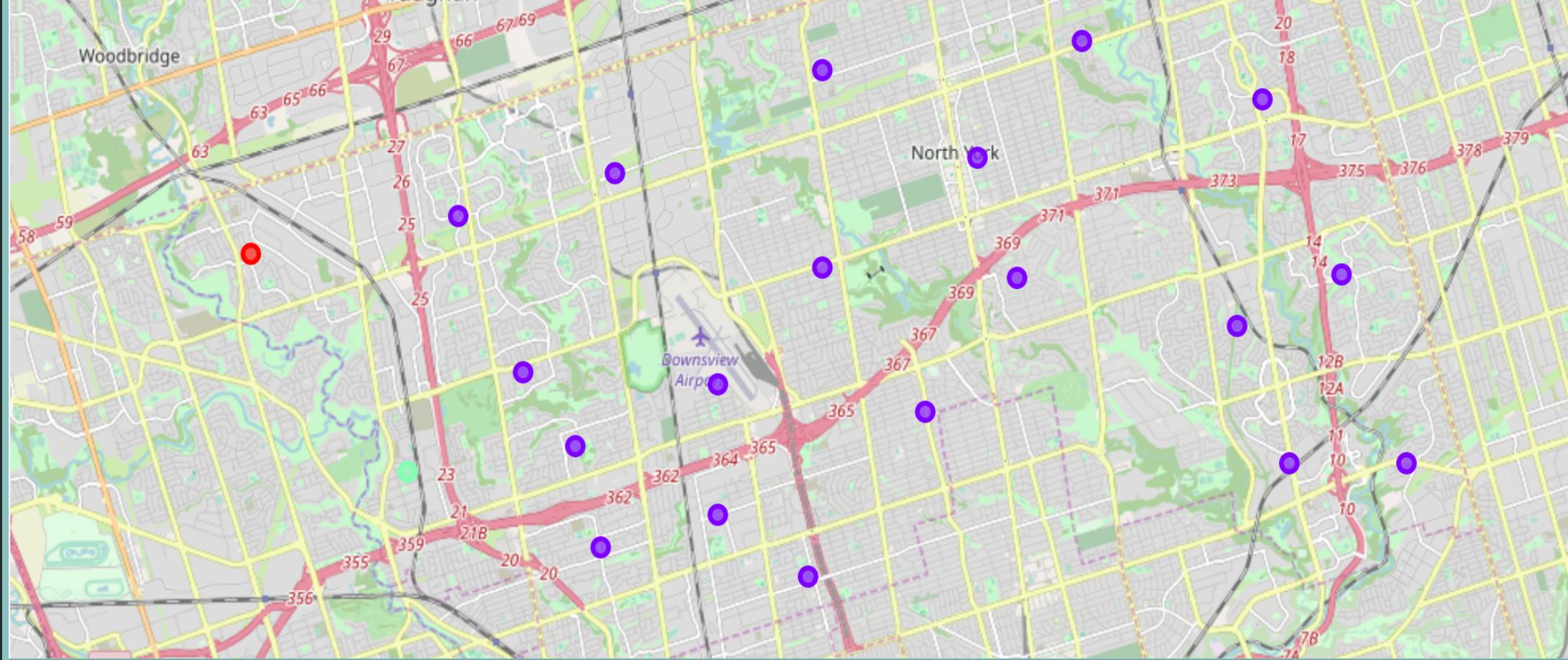


Problem Statement

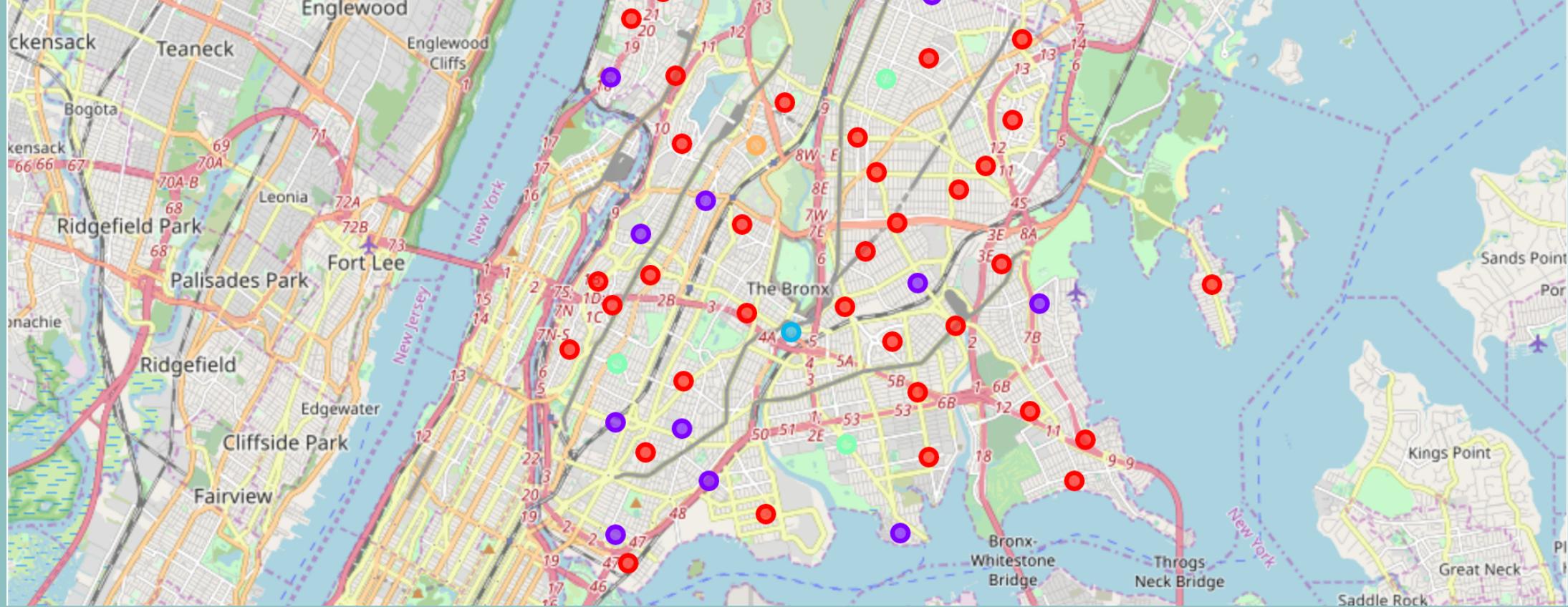
- A Fortune 500 company is interested in expanding a second headquarters to a major metropolitan area (preferably east coast).
- The company would like to analyze the most similar location as their primary location is in Queens, New York
- The first choice in setting up a second location is in Georgetown, 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



Map of North York in Toronto (Current HQ)
with Neighborhood Clusters



Map of Bronx, New York (Proposed HQ Expansion) with Neighborhood Clusters

Comparison: North York, Toronto and Bronx, NY

- North York has 198 distinct venues within 101 categories
- The Top 5 most common venues are: coffee shops, grocery stores, shopping malls, banks, and parks
- The Bronx has 885 distinct venues in 169 categories
- The Top 5 most common venues are: food establishments, supermarkets, delis, department stores, and playgrounds

Conclusion

- Based on the data, we would conclude that an expansion to the Bronx would need proper planning
- Although the number of venues and categories are similar, the density in which these venues are located provide some concern
- The Bronx shows clusters that are denser in nature when compared to North York neighborhoods
- Additional analyses on employee morale, customer base, profit margin, and international laws will be needed