**Data**

Below is the broad statistics complied using Foursquare location data for New York city

|  |  |  |
| --- | --- | --- |
| Leisure Travelers | | |
| Museums | >60 |  |
| Theatres | >60 |  |
| Shopping | >100 |  |
| Food/Cafe | >100 |  |
| Bars and restaurants | >100 |  |

|  |  |  |
| --- | --- | --- |
| Business Travelers | | |
| Banks | >100 |  |
| Insurance | >30 |  |
| Law Firms | >60 |  |

Using the location services in Foursquare, I could explore in detailed whether Toronto has what New York offers to these travelers. It could be further refined by taking into account the ratings of these establishments in my study.

The findings will look like the following

|  |  |  |
| --- | --- | --- |
| Leisure Travelers | | |
|  | Count | Count where Ratings above 7 |
| Museums |  |  |
| Theatres |  |  |
| Shopping |  |  |
| Food/Cafe |  |  |
| Bars and restaurants |  |  |

|  |  |  |
| --- | --- | --- |
| Business Travelers | | |
|  | Count | Count where Ratings above 7 |
| Banks |  |  |
| Insurance |  |  |
| Law Firms |  |  |

With the information garnered, I could establish whether Toronto could satisfy the demands required by the same travelers to New York. As such, based on this data analysis, I am able to confidently present to my client our recommendation on adding Toronto as a new destination.