

Capstone Project: The Battle of Neighborhoods

Introduction: Scarborough is an administrative district and former city in Toronto, Ontario, Canada. Scarborough is a popular destination for new immigrants in Canada to reside. As a result, it is one of the most diverse and multicultural areas in the Greater Toronto Area, being home to various religious groups and places of worship. It includes some of Toronto's popular natural landmarks, such as the Toronto Zoo and Rouge Park. The northeast corner of Scarborough is largely rural with some of Toronto's last remaining farms, leading to Scarborough's reputation of being greener than any other part of Toronto.

Business Problem:

The objective of the project is to guide or provide insights to anyone who wants to immigrate to Canada, but has chosen Scarborough to dwell and start its own business. Project will try to segment and cluster areas of Scarborough on the most common places captured from Foursquare. Knowing the neighborhoods/locality and type of business thriving in those venues can aid to narrow down/finalize the business plans.