

# INTRODUCTION / BACKGROUND

## Background:

DrivenByData is a new startup company that provides its clients detailed analysis and observations backed on relevant data, to help its subscribed users in making informed decisions.

## Problem:

There is a recent request from Charlotte who resides in Paris, France. She is an international student wanting to pursue her post graduate degree in Fine Arts abroad. She received acceptance letters from both New York University | NYU (U.S) and University of Toronto | UofT (Canada). Charlotte who's never been to either cities before, would like to make an informed decision on which school to attend based on the proximity and availability of art related venues (such as performing centres, art galleries, art stores, etc.) to the university where she will attend classes. Charlotte would also like to have a choice of neighbourhoods based on her preference to be considered for residence.