

Capstone Project – The Battle of Neighborhoods (Part 1)

Introduction/Business Problem

With a total of 195 countries in the world currently, each country has its own culture that reflect its values. Just as food or clothes help define culture, a city's layout is planned beforehand to reflect cultural traditions and values. Each city's layout defines its purpose whether it is financial, entertainment, or port. These all depend on the demographics, geographic, and politics of the area. For instance, New York City developed towns like Chinatown and Little Italy that were developed based on the people who lived in the area. They spread their culture in that specific area and created a hub for their culture. To compare three different financial cities, a city from three different countries were chosen, such as New York City, United States; Seoul, South Korea; and London, Great Britain. Each city, though all are financials hubs of their respective country, will be described as what type of financial aspect they focus on. Such as Seoul is known for its high-end technology, will the layout of the city reflect that? Will the prevalence of a specific venue type allude to the demographics or beliefs of the country?

Summarized Business Problem

Q1) Which type of financial aspect does each city focus on?

Q2) How does the layout reflect the country's cultural beliefs and demographics?

Q3) How similar or different are these cities to each other?

Data

With the help of Fourspace data, each city's development will be explored. Different venues will be marked and clustered based on their categories. Based on the types of venues each city has, the culture will be analyzed. To do further analysis, each venue type will be further broken down. For instance, restaurants will be divided into the specific cuisine of the restaurant. This will help in understanding the demographics of the city.

For this project, the following data will be looked at:

- Venue Type in each city
 - Data source: Fourspace API
 - Description: We will get the venue type in each city. We will filter the data to cluster similar venue types