

## Toronto vs Brazil

Battle of the neighbourhoods – Coursera Capstone Project

Fernando Grillo



 Globalization has been affecting people's jobs in plenty of ways.
 Most people will not always live in the city they were born and are likely to move to another town.

## The problem

Although moving to other towns or countries is a becoming quite common because of globalization, people might not be prepared to live in a different culture.

Let's pretend someone received a quite good job offer in another country, a very different one compared to where he lives, and is considering moving.

Since the person lives in Brazil, and Toronto is on the other side of the world, it would be easier to adapt to a neighbourhood that is similar to the one he lives (Praia da Costa).

## The problem

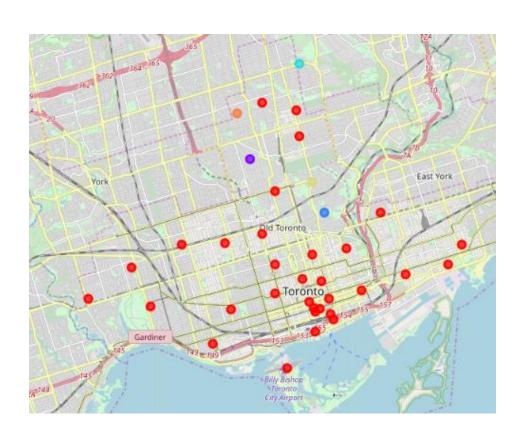
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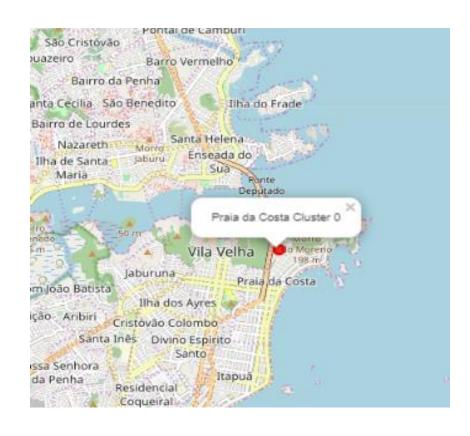
Using Data Science, we may help him to solve this problem. One way is to find the most similar neighbourhoods in the new town to the one the person currently lives. There are many variables that might be used to find these. In this project, the variables chosen are the frequency of venue types in the neighbourhoods

# Data and methodology

- 1) obtaining the name and coordinates of the neighbourhoods in Toronto (using Wikipedia) and the ones of my neighbourhood.
- 2) Using the Foursquare data to obtain the 40 most common venues in each neighbourhood
- 3) Using the K-nearest mean method to cluster the neighbourhoods based on the similarity of the venues' frequency
- 4) Identifying which cluster Praia da Costa (the current neighbourhood) is in and list the similar neighbourhoods of the new town (Toronto).

### Results





## Similar neighbourhoods

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The similar neighbourhoods are:
                            The Danforth West, Riverdale
                         The Beaches West, India Bazaar
                                        Studio District
                                       Davisville North
                                     North Toronto West
                                             Davisville
      Deer Park, Forest Hill SE, Rathnelly, South Hi...
                            Cabbagetown, St. James Town
                                   Church and Wellesley
                              Harbourfront, Regent Park
10
                               Ryerson, Garden District
                                         St. James Town
12
                                            Berczy Park
13
                                     Central Bay Street
                               Adelaide, King, Richmond
15
      Harbourfront East, Toronto Islands, Union Station
16
               Design Exchange, Toronto Dominion Centre
17
                         Commerce Court, Victoria Hotel
18
                    The Annex, North Midtown, Yorkville
19
                         Harbord, University of Toronto
20
              Chinatown, Grange Park, Kensington Market
      CN Tower, Bathurst Quay, Island airport, Harbo...
22
                        Stn A PO Boxes 25 The Esplanade
                 First Canadian Place, Underground city
24
                                                Christie
25
                           Dovercourt Village, Dufferin
                               Little Portugal, Trinity
27
           Brockton, Exhibition Place, Parkdale Village
28
                          High Park, The Junction South
29
                                 Parkdale, Roncesvalles
30
                                     Runnymede, Swansea
      Business Reply Mail Processing Centre 969 Eastern
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#### Discussion

There were 31 similar neighbourhoods in Toronto. A quite expressive amount considering two countries that are so far apart and have very different cultures.

This result is probably caused by the fact that Praia da Costa is one of the major neighbourhoods in the Brazilian town Vila Velha, close to the State Capital, Vitória.

People in bigger towns of Brazil have been more adapted to globalization, making the lifestyle similar to the one in global cities as Toronto. This reflects on the venues of the neighbourhoods, that were used to compare the similarity of them.

The obtained results go toward the fact that the globalization is really making lifestyle in countries that have very few contacts. This reflects on the neighbourhoods' venues and, although adaptation problems exist, they tend to reduce in time, since the growing similarity of towns and cultures.



The project was useful to determine the similar neighbourhoods of two different countries, with different cultures and far apart from each other.

This method may be useful for people facing immigration situations and shows that, although there are differences between these two countries, the number of similar neighbourhoods are big enough to promote easy adaptation. This is probably mainly due to the globalization phenomenon.

Thank you!



Praia da Costa