**Capstone Project - The Battle of Neighbourhoods** 

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## **Introduction/Business Problem**

New York City and the city of Toronto are very diverse and are the financial capitals of their respective countries. Since we already explored certain boroughs of New York City and the city of Toronto and segmented and clustered their neighbourhoods, this time let's try to cluster whole city and their entire neighbourhoods to find similarities among them.

The aim of this project is to build a guide which will show which neighbourhoods are similar between these two cities. This can be helpful for businesses that are trying to expand from one city to another or for people trying to relocate from one city to another and doesn't want to miss out the amenities they had in the previous city.

### Data

### 1. New York Data

- New York has a total of 5 boroughs and 306 neighbourhoods. In order to segment the
  neighbourhoods and explore them, we will essentially need a dataset that contains the 5
  boroughs and the neighbourhoods that exist in each borough as well as the the latitude and
  longitude coordinates of each neighbourhood.
- The following json file has been used to obtain the data about the neighbourhoods in New York.
  - o Source: <a href="https://cf-courses-data.s3.us.cloud-object-storage.appdomain.cloud/IBMDeveloperSkillsNetwork-DS0701EN-SkillsNetwork/labs/newyork\_data.json">https://cf-courses-data.s3.us.cloud-object-storage.appdomain.cloud/IBMDeveloperSkillsNetwork-DS0701EN-SkillsNetwork/labs/newyork\_data.json</a>
- Geopy library was used to get the latitude and longitude values of New York City.

### 2. Toronto data

- Toronto has a total of 10 boroughs and 103 neighbourhoods. In order to segment the
  neighbourhoods and explore them, we will essentially need a dataset that contains the 10
  boroughs and the neighbourhoods that exist in each borough as well as the the latitude and
  longitude coordinates of each neighbourhood.
- Web scraping was used to acquire the data about neighbourhoods in Toronto, from the following source
  - o Source: <a href="https://en.wikipedia.org/wiki/List\_of\_postal\_codes\_of\_Canada:\_M">https://en.wikipedia.org/wiki/List\_of\_postal\_codes\_of\_Canada:\_M</a>
- Sometimes geopy is not reliable in retrieving coordinates, so for getting coordinates of all the neighbourhoods in Toronto the following source was used
  - Source of geographical coordinates of the neighbourhoods in Toronto: <a href="http://cocl.us/Geospatial\_data">http://cocl.us/Geospatial\_data</a>
- Geopy library was used to get the latitude and longitude values of Toronto

## 3. Foursquare API

Foursquare API was utilizing the to explore the neighbourhoods and to get the data about venues and segment them.

# Methodology

1. The required libraries were loaded

```
import numpy as np # library to handle data in a vectorized manner
import pandas as pd # library for data analsysis
pd.set_option('display.max_columns', None)
pd.set_option('display.max_rows', None)

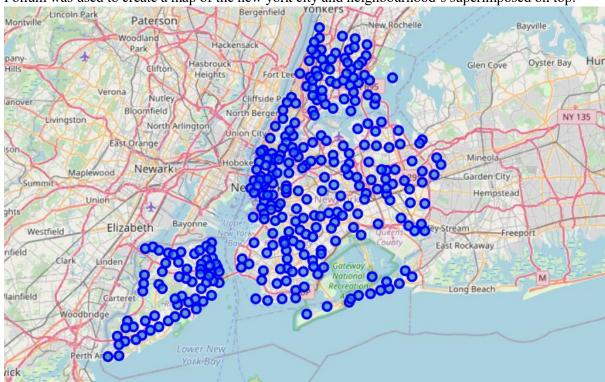
from geopy.geocoders import Nominatim # convert an address into latitude and longitude values
import requests # library to handle requests
import json # library to handle JSON files
from pandas import json_normalize # tranform JSON file into a pandas dataframe

# Matplotlib and associated plotting modules
import matplotlib.colors as colors

# import k-means from clustering stage
from sklearn.cluster import KMeans
import folium # map rendering library
print('Libraries imported.')
```

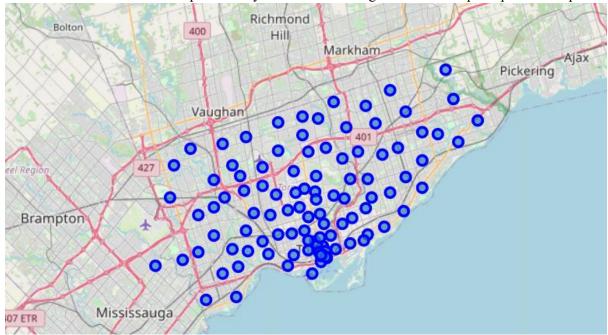
Libraries imported.

- 2. Features data from the downloaded new york json file was loaded into a data frame
- 3. Data wrangling was done to extract 'Borough', 'Neighborhood', 'Latitude', 'Longitude' data of various neighbourhoods in ney york city
- 4. The coordinates of ney york city were obtained using geopy library
- 5. Folium was used to create a map of the new york city and neighbourhood's superimposed on top.



- 6. Now toronto data was acquired using web scraping with the help of pandas library
- 7. Data wrangling was done to remove bouroghs which were not not assigned.
- 8. File containing geographical coordinates of the neighborhoods in toronto was loaded as a data frame
- 9. The data was merged inorder to obtain 'Borough', 'Neighborhood', 'Latitude', 'Longitude' data of various neighbourhoods in city of toronto
- 10. The coordinates of city of toronto were obtained using geopy library

11. Folium was used to create a map of the city of toronto and neighbourhood's superimposed on top.



12. Now both Ney york data and city of toronto were merged together with column containing 'Borough', 'Neighborhood', 'Latitude', 'Longitude' data of various neighbourhoods

In [ ]: neighborhoods.reset\_index(drop=True,inplace=True)
 neighborhoods

Out[55]:					
		Borough	Neighborhood	Latitude	Longitude
	0	Bronx	Wakefield	40.894705	-73.847201
	1	Bronx	Co-op City	40.874294	-73.829939
	2	Bronx	Eastchester	40.887556	-73.827806
	3	Bronx	Fieldston	40.895437	-73.905643
	4	Bronx	Riverdale	40.890834	-73.912585
	5	Bronx	Kingsbridge	40.881687	-73.902818
	6	Manhattan	Marble Hill	40.876551	-73.910660
	7	Bronx	Woodlawn	40.898273	-73.867315
	8	Bronx	Norwood	40.877224	-73.879391
	9	Bronx	Williamsbridge	40.881039	-73.857446
	10	Bronx	Baychester	40.866858	-73.835798
	11	Bronx	Pelham Parkway	40.857413	-73.854756

In [ ]: neighborhoods['Borough'].unique()

13. Folium was used to create a map of the combined data and neighbourhood's superimposed on top.



- 14. Foursquare was used to get the data of all venues in the neighborhoods. This was done by passing the credentials and query into the uri of the foursquare api
- 15. One hot encoding was done to convert categorical variables into dummies.

### Analyze Each Neighborhood



- 16. The data was grouped rows by neighborhood and by taking the mean of the frequency of occurrence of each category
- 17. K means was for clustering because its fast and efficient in analysing large sized databases
- 18. K was set to 10 clusters, so that we can have more choice in identifying clusters that are very similar **Cluster Neighborhoods**

Lets run k-means to cluster the neighborhood into 10 clusters, so that we can have more choice in identifying clusters that are very similar

```
In []: # set number of clusters
kclusters = 10

combined_cities_grouped_clustering = combined_cities_grouped.drop('Neighborhood', 1)

# run k-means clustering
kmeans = KMeans(n_clusters=kclusters, random_state=0).fit(combined_cities_grouped_clustering)

# check cluster labels generated for each row in the dataframe
kmeans.labels_[0:10]
Out[91]: array([0, 1, 1, 1, 1, 1, 1, 0, 0, 1], dtype=int32)
```

19. The labels data was visualized using folium as s shown below

	Cluster Labels	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue	Borough	Latitude	Longitude
0	0	Agincourt	Print Shop	Breakfast Spot	Latin American Restaurant	Lounge	Wings Joint	Falafel Restaurant	Eastern European Restaurant	Electronics Store	Empanada Restaurant	Entertainment Service	Scarborough	43.794200	-79.262029
1	1	Alderwood, Long Branch	Pizza Place	Athletics & Sports	Dance Studio	Pub	Gym	Skating Rink	Sandwich Place	Coffee Shop	Event Service	Ethiopian Restaurant	Etobicoke	43.602414	-79.543484
2	1	Allerton	Pizza Place	Supermarket	Deli / Bodega	Spa	Chinese Restaurant	Intersection	Electronics Store	Grocery Store	Breakfast Spot	Check Cashing Service	Bronx	40.865788	-73.859319
3	1	Annadale	Pizza Place	Pub	Diner	Restaurant	Train Station	Food	Cosmetics Shop	Liquor Store	Duty-free Shop	Eastern European Restaurant	Staten Island	40.538114	-74.178549
4	1	Arden Heights	Coffee Shop	Pharmacy	Deli / Bodega	Pizza Place	Wings Joint	Eastern European Restaurant	Electronics Store	Empanada Restaurant	Entertainment Service	Escape Room	Staten Island	40.549286	-74.185887

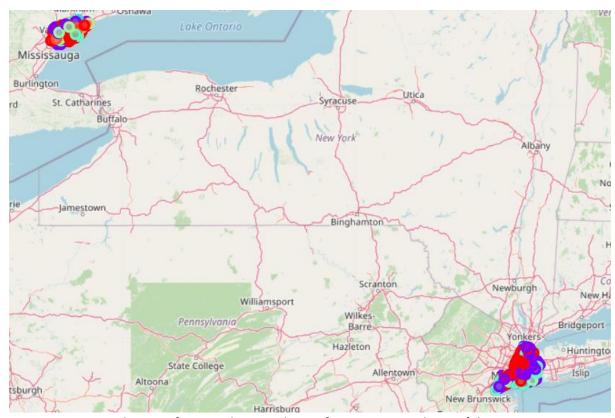


Fig: clusters of new york city and City of toronto created using folium

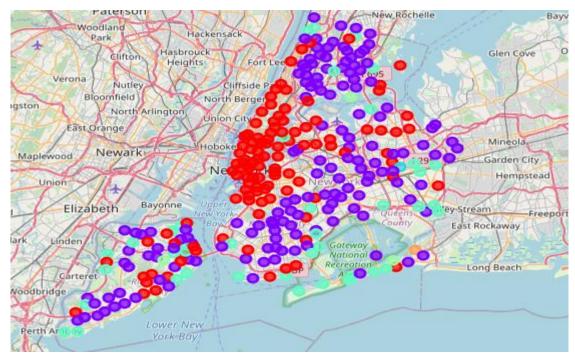


Fig: Close view at the clusters of New york city created using folium

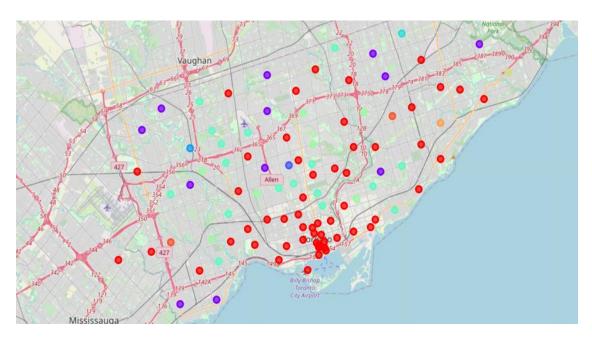


Fig: Close view at the clusters of city of toronto created using folium

# **Results and discussion**

## The following clusters were obtained:

14]:	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Comm Ver
0	Agincourt	Print Shop	Breakfast Spot	Latin American Restaurant	Lounge	Wings Joint	Falafel Restaurant	Eastern European Restaurant	Electronics Store	Empanada Restaurant	Entertainment Sen
7	Arverne	Surf Spot	Sandwich Place	Metro Station	Board Shop	Restaurant	Café	Beach	Bus Stop	Donut Shop	Burnito Pi
8	Astoria	Bar	Middle Eastern Restaurant	Seafood Restaurant	Bakery	Greek Restaurant	Mediterranean Restaurant	Hookah Bar	Café	Indian Restaurant	Gym / Fitness Ce
10	Auburndale	Italian Restaurant	Discount Store	Athletics & Sports	Toy / Game Store	Pet Store	Pharmacy	Supermarket	Bar	Noodle House	Fast Food Restau
13	Battery Park City	Park	Hotel	Coffee Shop	Boat or Ferry	Clothing Store	Gym	Memorial Site	Food Court	Burger Joint	Sandwich P
14	Bay Ridge	Pizza Place	Italian Restaurant	Spa	American Restaurant	Bagel Shop	Bar	Grocery Store	Greek Restaurant	Cosmetics Shop	Pham
15	Bay Terrace	Clothing Store	Donut Shop	Supermarket	Women's Store	American Restaurant	Shoe Store	Men's Store	Kids Store	Mobile Phone Shop	Cosmetics S
15	Bay Terrace	Clothing Store	Donut Shop	Supermarket	Women's Store	American Restaurant	Shoe Store	Men's Store	Kids Store	Mobile Phone Shop	Cosmetics S
17	Bayside	Bar	Pub	Sushi Restaurant	Indian Restaurant	Pizza Piace	Mexican Restaurant	Bakery	Donut Shop	Italian Restaurant	Steakho
19	Revview Village	Chinese Restaurant	Jananese Restaurant	Rank	Caté	Wines Joint	Farm	Emnanada Restaurant	Entertainment Service	Escane Room	Ethionian Resta

t[113]:		Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
	1	Alderwood, Long Branch	Pizza Place	Athletics & Sports	Dance Studio	Pub	Gym	Skating Rink	Sandwich Place	Coffee Shop	Event Service	Ethiopian Restauran
	2	Allerton	Pizza Place	Supermarket	Deli / Bodega	Spa	Chinese Restaurant	Intersection	Electronics Store	Grocery Store	Breakfast Spot	Check Cashing Service
	3	Annadale	Pizza Place	Pub	Diner	Restaurant	Train Station	Food	Cosmetics Shop	Liquor Store	Duty-free Shop	Eastern Europea Restaura
	4	Arden Heights	Coffee Shop	Pharmacy	Deli / Bodega	Pizza Place	Wings Joint	Eastern European Restaurant	Electronics Store	Empanada Restaurant	Entertainment Service	Escape Roor
	5	Arlington	Bus Stop	Boat or Ferry	Grocery Store	Deli / Bodega	Coffee Shop	Wings Joint	Empanada Restaurant	Entertainment Service	Escape Room	Ethiopian Restaura
	6	Arrochar	Pizza Place	Bagel Shop	Bus Stop	Italian Restaurant	Deli / Bodega	Liquor Store	Mediterranean Restaurant	Supermarket	Middle Eastern Restaurant	Taco Plac
	9	Astoria Heights	Italian Restaurant	Bowling Alley	Pizza Place	Burger Joint	Bus Station	Supermarket	Bakery	Chinese Restaurant	Museum	Cocktail Ba
	11	Bath Beach	Pizza Place	Chinese Restaurant	Bubble Tea Shop	Fast Food Restaurant	Donut Shop	Cantonese Restaurant	Gas Station	Italian Restaurant	Pharmacy	ice Cream Sho
	12	Bathurst Manor, Wilson Heights,	Bank	Coffee Shop	Grocery Store	Mobile Phone Shop	Bridal Shop	Sandwich Place	Shopping Mall	Gas Station	Sushi Restaurant	Middle Easter

In []: neighborhoods\_venues\_sorted.loc[neighborhoods\_venues\_sorted['cluster\_Labels'] -- 2, neighborhoods\_venues\_sorted.columns[[1] + list(range(2,12))]]

In [ ]: neighborhoods\_venues\_sorted.loc[neighborhoods\_venues\_sorted['Cluster\_Labels'] -- 3, neighborhoods\_venues\_sorted.columns[[1] + list(range(2,12))]]

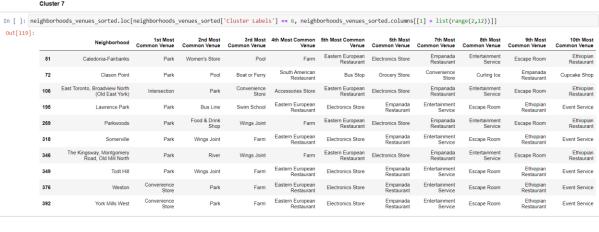
Neighborhood 1st Most Common Venue 2nd Most Common Venue 2nd Most Common Venue 4th Most Common Venue 4th Most Common Venue 2nd Most

In []: neighborhoods\_venues\_sorted.loc[neighborhoods\_venues\_sorted['Cluster Labels'] == 4, neighborhoods\_venues\_sorted.columns[[1] + list(range(2,12)))]

Neighborhood 1st Most 2nd Most 2nd Most Common Venue Venue Venue Common Venue Commo 183 Jamaica Estates Intersection Dog Run Farm Eastern European Restaurant Res Farm Eastern European Restaurant Electronics Store Empanada Entertainment Escape Room Restaurant Service Restaurant Service 228 Milliken, Agincourt North, Steeles East, L'Amo... Intersection Park Playground

In [ ]: neighborhoods\_venues\_sorted.loc[neighborhoods\_venues\_sorted['cluster Labels'] == 5, neighborhoods\_venues\_sorted.columns[[1] + list(range(2,12)))]]

Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
Belle Harbor	Beach	Pub	Spa	Deli / Bodega	Bakery	Chinese Restaurant	Bagel Shop	Donut Shop	Mexican Restaurant	Boutique
Bergen Beach	Harbor / Marina	Park	Athletics & Sports	Baseball Field	Playground	Falafel Restaurant	Eastern European Restaurant	Electronics Store	Empanada Restaurant	Entertainment Service
Bloomfield	Theme Park	Bus Stop	Recreation Center	Burger Joint	Duty-free Shop	Eastern European Restaurant	Electronics Store	Empanada Restaurant	Entertainment Service	Escape Room
Breezy Point	Beach	Monument / Landmark	Trail	Bus Stop	Wings Joint	Empanada Restaurant	Entertainment Service	Escape Room	Ethiopian Restaurant	Event Service
Brownsville	Moving Target	Fried Chicken Joint	Trail	Plaza	Playground	Pizza Place	Performing Arts Venue	Chinese Restaurant	Park	Farmers Market
Butler Manor	Pool	Baseball Field	Gas Station	Wings Joint	Farmers Market	Electronics Store	Empanada Restaurant	Entertainment Service	Escape Room	Ethiopian Restaurant
Country Club	Sandwich Place	Athletics & Sports	Playground	Trail	Wings Joint	Factory	Duty-free Shop	Eastern European Restaurant	Electronics Store	Empanada Restaurant
	Belle Harbor Bergen Beach Bloomfield Breezy Point Brownsville Butler Manor	Belle Harbor Beach Bergen Beach Harbor / Marina Bloomfield Theme Park Breezy Point Beach Brownsville Moving Target Butler Manor Pool	Belle Harbor   Beach   Pub	Belle Harbor Beach Pub Spa Bergen Beach Harbor / Marina Park Athletics & Sports Bloomfield Theme Park Bus Stop Recreation Center Breezy Point Beach Monument / Landmark Trail Brownsville Moving Target Fried Chicken Butler Manor Pool Baseball Field Gas Station Country Club Sandwich Bitson Athletics & Planarous of	Belle Harbor   Beach   Pub   Spa   Deli / Bodega	Belie Harbor Beach Pub Spa Deli / Bodega Bakery Bergen Beach Harbor / Marina Park Athletics & Sports Baseball Field Playground Bloomfield Theme Park Bus Stop Recreation Center Burger Joint Duty-free Shop Breezy Point Beach Morument / Trail Bus Stop Wings Joint Brownsville Moving Target Fried Chicken Joint Joint Plaza Playground Butler Manor Pool Baseball Field Gas Station Wings Joint Farmers Market	Belle Harbor Beach Pub Spa Deil / Bodega Bakery Restaurant Bergen Beach Harbor / Marina Park Athletics & Sports Baseball Field Playground Fallafel Restaurant Bloomfield Theme Park Bus Stop Recreation Center Burger Joint Duty-free Shop Restaurant Breezy Point Beach Morument / Landmark Trail Bus Stop Wings Joint Empandata Restaurant Brownsville Moving Target Fried Chicken Joint Joint Plaza Playground Plaza Plaze Butler Manor Pool Baseball Field Gas Station Wings Joint Farmers Market Electronics Store	Belle Harbor Beach Pub Spa Dell / Bodega Bayers Chammon Venue Common Venue Bayers Della / Bayers Common Venue Bayers Della / Bayers Common Venue Com	Belle Harbor Beach Pub Spa Deli / Bodega Bakery Chinase Restaurant Eastern European Restaurant Bergen Beach Harbor / Marina Park Athletics & Sports Baseball Field Playground Falafelt Restaurant Eastern European Restaurant Bloomfield Theme Park Bus Stop Recreation Center Burger Joint Duty-free Shop Eastern European Restaurant Breezy Point Beach Morument / Trail Bus Stop Wings Joint Empanada Restaurant Brownsville Moving Target Fried Chicken John John Trail Plaza Playground Pizza Place Performing Arts Venue Butler Manor Pool Baseball Field Gas Station Wings Joint Farmers Market Electronics Store Restaurant Entertainment Restaurant Cruttle Club Sandwich Place Athletics & Bisserger of Trail Wings Joint Farmers Market Electronics Store Empanada Restaurant Entertainment Restaurant Service Escape Room Service Entertainment Restaurant Entertainment Restaurant Service Escaper Room Service Entertainment Restaurant Entertainment Restaurant Service Escaper Room Service Entertainment Restaurant Entertainment Restaurant Service Escaper Room Service Entertainment Restaurant Entertainment Restau	Belle Harbor Beach Pub Spa Dell / Bodega Bakery Chimese Restaurant Bergen Beach Harbor / Marina Park Athletics & Sports Baseball Field Playground Falater Restaurant Bloomfield Theme Park Bus Stop Recreation Center Burger Joint Duty-free Shop Breezy Point Beach Moving Target Fried Chicken Joint Joint Joint Joint Plaza Playground Pizza Place Performing Arts Verue  Butlet Manor Pool Basebal Field Gas Station Wings Joint Farmers Market Electronics Store Restaurant Estem European Restaurant Electronics Store Empanada Restaurant Service  Excape Room Entertainment Restaurant Service  Excape Room Entertainment Service  Excape Room Entertainment Restaurant Service Servic



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	neighbor	hoods_venues_sorted.	loc[neighborhoo	ods_venues_sorte	ed['Cluster Lab	els'] == 7, neig	hborhoods_venue	s_sorted.colum	ns[[1] + list(r	ange(2,12))]]		
Out[120]	•	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Mos Common Venue
	305	Rouge Hill, Port Union, Highland Creek	Bar	Wings Joint	Farm	Eastern European Restaurant	Electronics Store	Empanada Restaurant	Entertainment Service	Escape Room	Ethiopian Restaurant	Event Service

121]:		Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Mos Common Venue
	18	Bayswater	Tennis Court	Playground	Wings Joint	Farm	Eastern European Restaurant	Electronics Store	Empanada Restaurant	Entertainment Service	Escape Room	Ethiopia Restaurar
3	311	Scarborough Village	Playground	Wings Joint	Farmers Market	Eastern European Restaurant	Electronics Store	Empanada Restaurant	Entertainment Service	Escape Room	Ethiopian Restaurant	Event Service
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[ ]: nei	ighb	orhoods_venu	es_sorted.loc[ne	1st Most	- '	i Most Common	4th Most		h Most 7th	Most 8th M	lost 9th Most	10th Mo Common Ven

- Clusters 3,4,8 are unique to their city as they have only one neighborhood
- Clusters 5,9 has two neighborhoods, each one belonging to different cities.
- Cluster 10 has two neighborhoods both belonging to Toronto

Wexford, Maryvale

- Cluster 7 has 10 neighborhoods, of which some belong to New York city and the rest belonging to Toronto city
- Cluster 6 has 57 neighborhoods, of which some belong to New York city and the rest belonging to Toronto city
- Cluster 2 has 160 neighborhoods, of which some belong to New York city and the rest belonging to Toronto city
- Cluster 1 has 167 neighborhoods(the maximum), of which some belong to New York city and the rest belonging to Toronto city

As we can see most of the neighbourhoods fall into cluster 1 and 2 due to the high frequency of venues like coffee shops,cafe,gym, parks, bakery, lounges etc.

# **Conclusion**

We have successfully clustered neighbourhoods of Ney york city and City of Toronto using K-Means machine learning algorithm, location data provided by foursquare and several python libraries like pandas for data wrangling, folium for vizualisation, geopy for getting get coordinates.

These obtained clusters can be used by the people relocating from one city to another city, to find the neighborhoobs with similar amenities to their previous city.

They can be also used for creating business oppurtunities like finding clusters with low frequency of a certain venue and high polulation density.