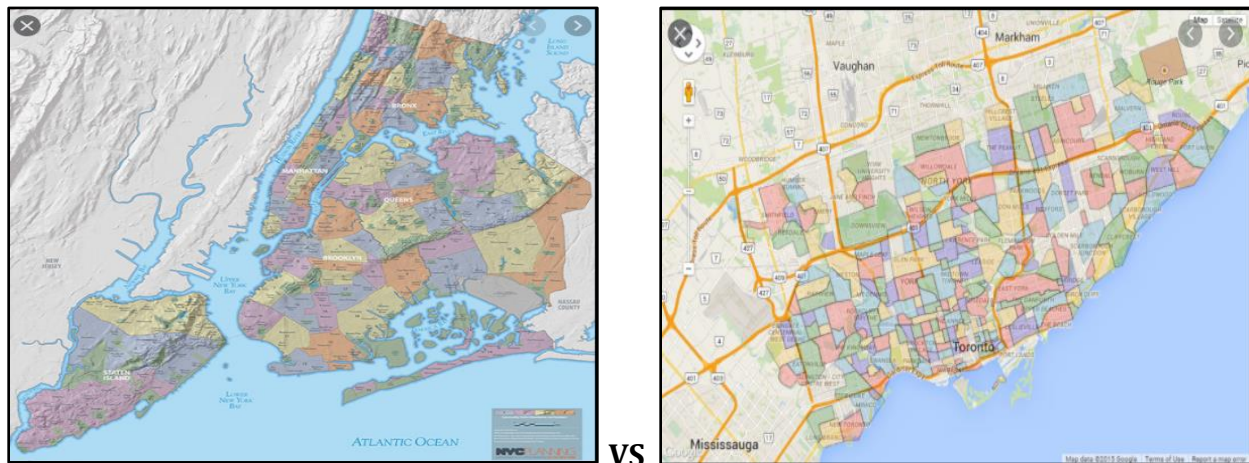# Coursera- IBM Data Science Professional Certificate
<u>Applied Data Science Capstone Project</u>

Introduction to Business Problem

A Fortune 500 company is looking to move its headquarters to either Toronto or New York City. The company wants insight into the neighborhoods and local businesses in the cities so that its employees may have the optimum living standards and quality of life. This project will analyze and explore the similarities and dissimilarities between certain neighborhoods in the two cities i.e. Toronto, Canada and New York City, New York. and determine which neighborhoods best fit the culture of the Fortune 500 company's employees.

 VS

Data

Data The data used for this project will be acquired from the respective cities Wikipedia website pages. The datasets consist of the postal codes, neighborhood names, latitude, and longitude information for each neighborhood. Foursquare API search feature will be used to collect neighborhood venue information. Details about local venues and locality will be provide insight into the qualities of a neighborhood. In addition to Foursquare, various python packages will be used to create maps and machine learning models to further provide insights into our neighborhood battle project.

We will be using the following datasets from the following websites:

Toronto Neighborhoods - https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M
Toronto Latitude and Longitude - http://cocl.us/Geospatial_data
New York City neighborhood data- https://geo.nyu.edu/catalog/nyu_2451_34572

Also, we will be using the FourSquare API to explore the surrounding locations and venues to assist with the intended analysis.