



# A Tale of Two Cities

A COMPARATIVE ANALYSIS OF TOP RATED VENUES ACROSS TWO  
MAJOR WORLD CITIES



# The Problem

- ▶ International travelers are often world-weary and seeking the comforts of home. Knowing the location of venues comparable to the ones in their respective cities can be difficult to assess, especially when in a new city for the first time.
- ▶ *As a traveler, having a familiar type venue to dine or relax at would be of interest*
- ▶ *Quickly finding such venue types in a strange major city can be difficult*



# The Solution

- ▶ Using Foursquare API data to find comparable venues between cities with exploratory analysis
- ▶ *Foursquare collects and collates information of venue types worldwide*
- ▶ *This data includes information like reviews and tips to further assist travelers*

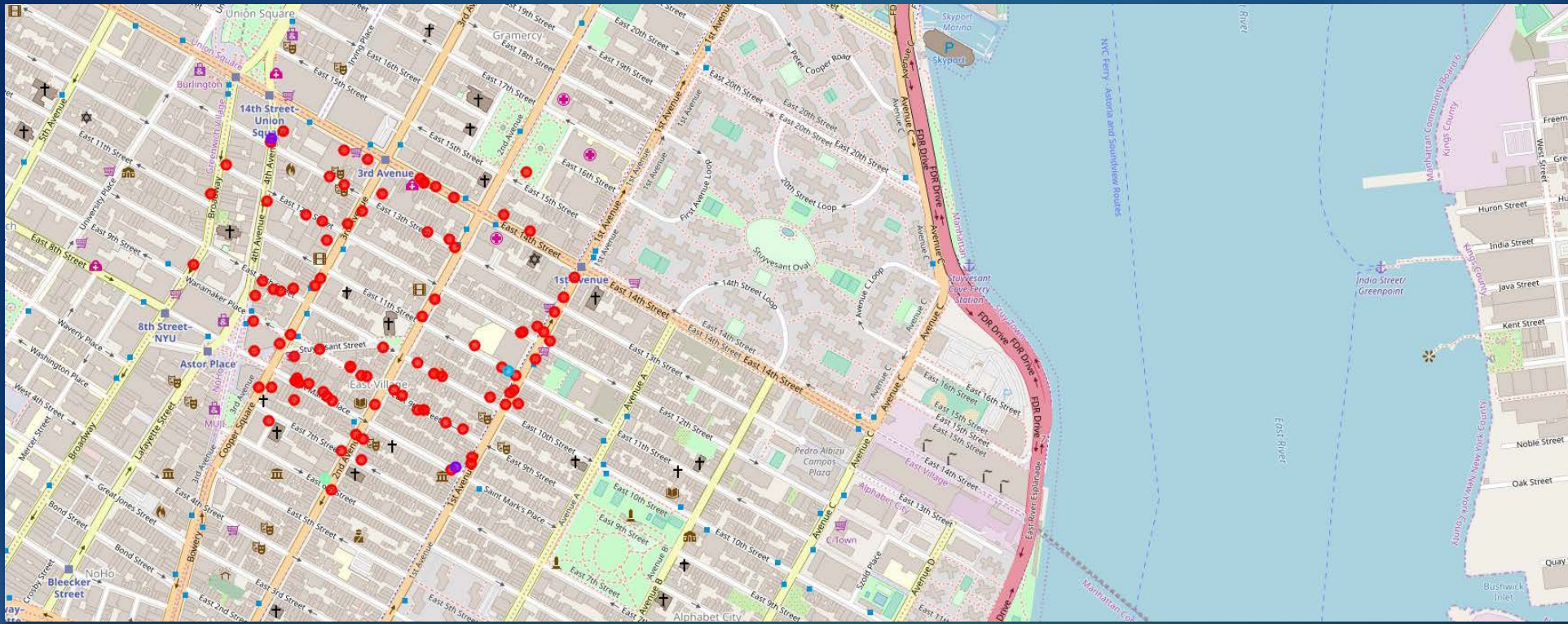


# Observations



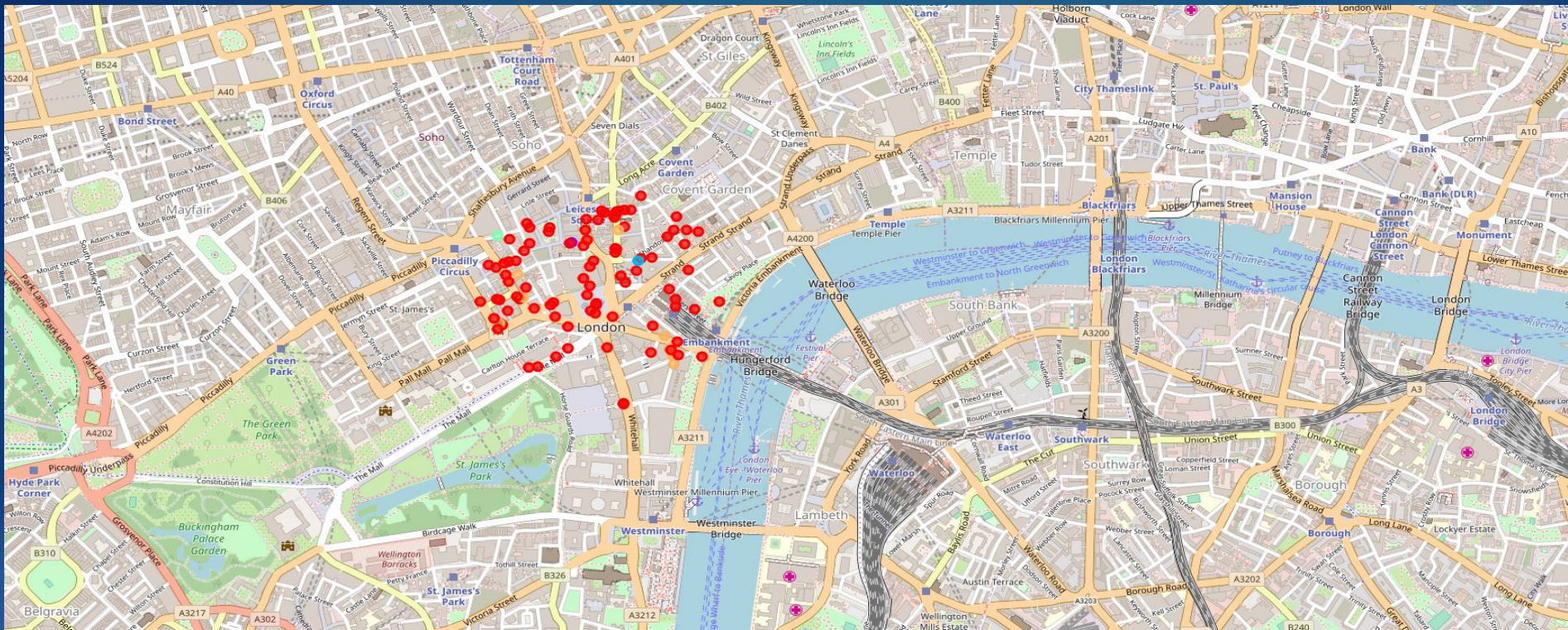
Sample of observations  
observed after analysis  
of Foursquare top 100  
venues for both cities





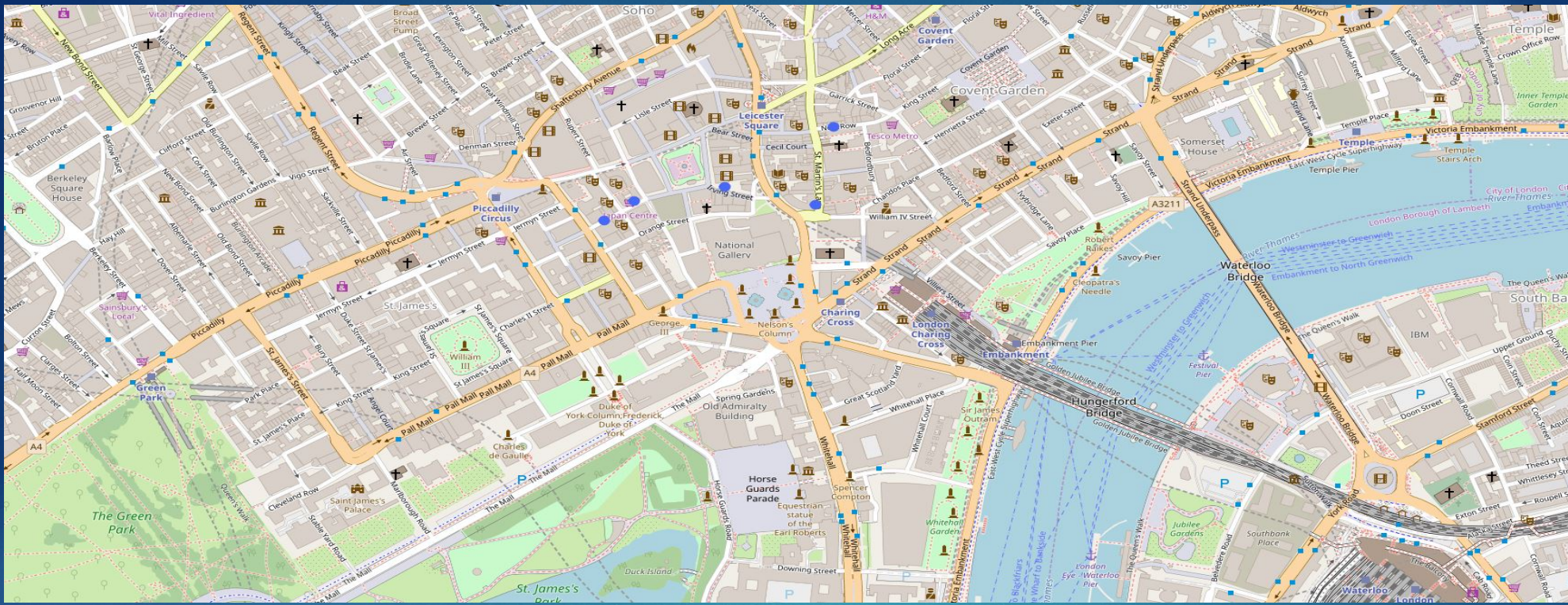
Cluster of popular  
venues in NYC





# Cluster of popular venues in London

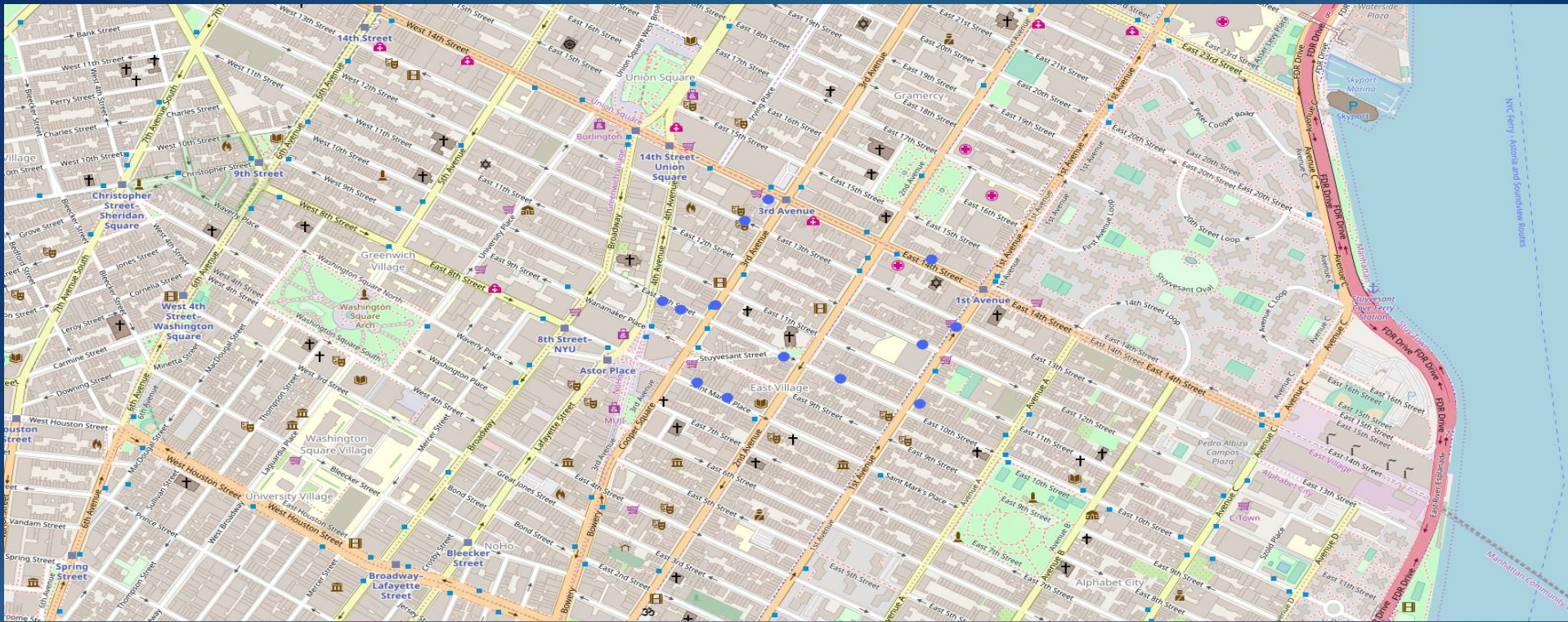




# Cluster of common venues in London

Cluster represents common venue categorization for London vs. NYC





# Cluster of common venues in NYC

Cluster represents common venue categorization for NYC vs. London



# Frequency Occurrence Means for Both Cities





# Count of Common Venue Categories for Both Cities

