**The Battle of Neighborhoods**

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**Title: Comparing two Major Fintech Cities Neighborhoods:**

**London and Toronto**

**Introduction**

The modern world has become interconnected due to the advancement of technology and increase in immigration. As a result, global cities have come up and they have become popular for different reasons. According to The Institute for Financial Services Zug (IFZ) of the Lucerne University of Applied Sciences Toronto and London are two of the major fintech cities in the world (Reuters). Toronto ranked 6th and London 4th (Reuters). Even though the cities are popular for the same reasons, both are in different geographical zones, North America and Europe. These cities are an attraction for financial and amenities investors, fintech talent and even tourists. This project will concentrate on helping tech and finance talents intending to move to any of the cities make their decisions based on their preferences. Some people may want to migrate to a city that has similar neighborhoods to their present ones while others may want different experiences. The project will identify the major businesses surrounding the zip codes/postal codes of these two cities to help individuals decide on their intended destination.

**Problem Statement and Description**

The demand Fintech talent is increasing on a global level leading to increased immigration. Due to this phenomenon, finding a destination that will fit personal preferences is critical due to high chances of culture shock. This project will help identify the popular venues in Toronto and London based on specific zip codes/postal codes to aid individuals intending to move to the city make an appropriate decision.

**Data Description and its Usage**

The data for analysis will be from a combination of different sources. The project will rely on web sources that have the post codes of the two cities and Foursquare API to identify the mappings and locate the postal codes using the zip codes’ latitudes and longitudes. The aggregate data will then be used to identify the top 10 most popular venues close to these codes and then cluster them using K-Means clustering to identify zip codes that are related. After clustering, it will be easy to view clustered neighborhoods based on the most popular venues and therefore identify neighborhoods in these cities that are related. Additionally, it will be possible to identify the differences between the two and as well identify any potential cultural differences. It is worth noting that data regarding Toronto has already been collected and analyzed at the time of writing this introduction and it can be accessed [here](https://github.com/johnnjeri/IBM-ML-projects/blob/master/Clustered_Toronto_Neighborgoods.ipynb) . The Toronto data entails a project that I worked on previously. For this reason, this project will concentrate more on collecting, cleaning, and analyzing the London data and then comparing the two cities.

References

Reuters. (n.d.). 2018 IFZ Global FinTech Rankings. Retrieved from https://innovation.thomsonreuters.com/en/labs/portfolio/global-fintech-rankings.html#/