Battle of The Neighborhoods:
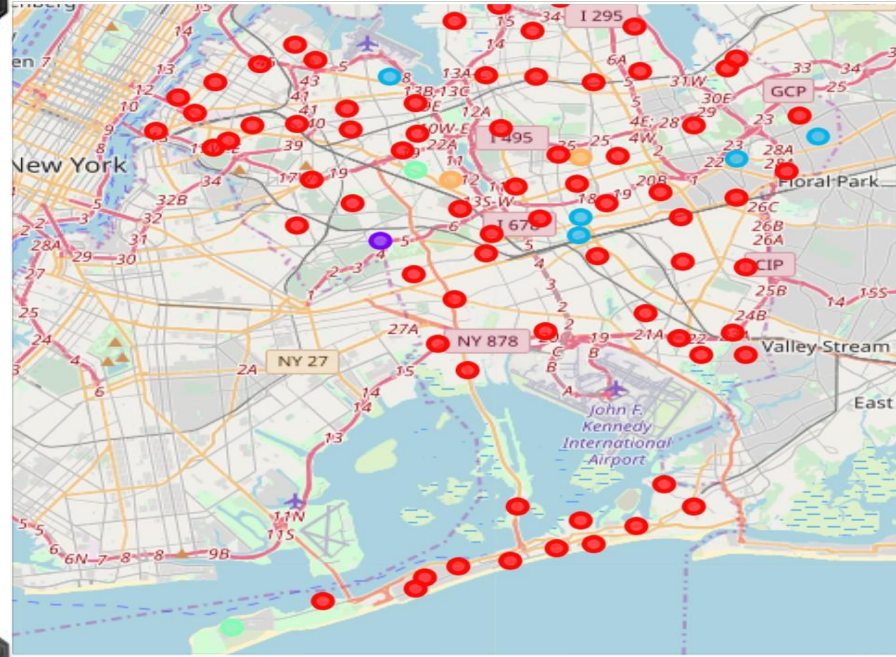## Toronto vs. New York City

Justin Smith

Problem Statement

❖ Understand the similarities and differences of neighborhoods between the Scarborough borough in Toronto and the Queens borough in New York City

❖ Between Scarborough and Queens, select the best neighborhood for a Fortune 500 company to move its headquarters based on venues

Objective

❖ Collect the top neighborhood venues using the Foursquare API

❖ Form neighborhood based on venue categories using unsupervised k-means clustering algorithm

❖ Identify and understand the similarities and differences between Scarborough and Queens to obtain insights into the neighborhoods

Maps: Queens vs. Scarborough

Queens (New York City)

Scarborough (Toronto)

Comparison between Neighborhoods:
Scarborough vs Queens

- ❖ Scarborough has 79 distinct venues in 52 categories

- ❖ Queens has 1,760 distinct venues in 269 categories

- ❖ The most common venues in Scarborough:
  - ➢ Coffee Shops
  - ➢ International Restaurants
  - ➢ Skating Rinks

- ❖ The most common venues in Queens:
  - ➢ Bodegas
  - ➢ Bakeries
  - ➢ Coffee Shops
  - ➢ Parks

Conclusion

❖ Based on the quantity and variety of venues, Queens is a better choice than Scarborough to relocate the headquarters of the Fortune 500 company. Queens offers a greater amount of gyms, grocery stores, and restaurants for the employee, as well as their family