



# Battle of the Neighborhoods

## Toronto vs New York City

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# Problem Statement

- ❖ Understand the similarities and differences of neighborhoods between Scarborough borough in Toronto and Queens borough in New York City
- ❖ Select the best neighborhood for a Fortune 500 company to move its headquarters based on venues



# Objective

- ❖ Collect the neighborhoods top venues using Foursquare
- ❖ Form neighborhood based on venue categories using unsupervised k-means clustering algorithm
- ❖ Identify and understand the similarities and differences between Scarborough and Queens neighborhoods to obtain insights into the neighborhoods

# Map of Scarborough in Toronto

Different neighborhood clusters



# Map of Queens in New York City

Different neighborhood  
clusters





# Comparison between Neighborhoods

## Scarborough vs Queens

- ❖ Scarborough has 79 distinct venues in 52 categories
- ❖ The most common venues in Scarborough are coffee shops, international restaurants, and skating rinks
- ❖ Queens has 1760 distinct venues in 269 categories
- ❖ The most common venues in Queens are bodegas, bakeries, coffee shops, and parks

# Conclusion

Based on the quantity of venues and variety of venues, Queens is a better choice than Scarborough to relocate the headquarters of the Fortune 500 company. Queens offer a greater amount of gyms, grocery stores, restaurants for individual and families of the employees.