

Introduction/Business Problem

Toronto and New York are big vibrant metropolitan cities with large population of people going about their day-to-day lives. In addition, there are many tourists that visit the cities; foreigners who also work and study in the cities. Hence, these cities consist of people with diverse background with people from all over the world.

Nonetheless, there are both similarities and differences between both the cities. The **business problem** is to identify and determine these similarities and differences based on their venues/nearby attractions in their neighbourhoods. The objective is to gain valuable insights on Toronto and New York by using machine learning technique such as clustering to group similar types of venues together. From here, we can pinpoint some of the similarities and the distinct features between the cities.

Target audience: Toronto and New York Citizens. Potential tourists that would love to visit these two locations. Potential immigrants or people who would like to study, work or setup businesses in the respective cities.

It can also serve as a factor for foreigners to choose between Toronto and New York for various purposes such as education, work, business, holidays.