
Battle of neighborhoods

A project by Manoj Joshi



1. Introduction

Objective is to find solutions to two business problems:

- **Matching neighborhood**
Find matching neighborhood between Manhattan and Toronto cities
- **Find places to open a restaurant**
If anyone needs to open a restaurant e.g. Thai restaurant, then find out best possible locations which could have less competition and more customers



2. Data

We would be using following data to generate our analysis:

→ **Neighborhood data**

[Manhattan Data](#)

[Toronto Data](#)

→ **Using foursquare venue extraction**

Using foursquare APIs to extract location data



3. Methodology

Neighborhood comparison can be done using already extracted neighborhood data.

→ **Matching neighborhood**

Matching 2 out of 3 top venue categories is considered as similar neighborhoods

→ **New location for restaurant**

Neighborhoods which do not have Thai restaurant in top 10 venue categories can be explored further to decide location for new Thai restaurant,



4. Results

After using neighborhood and venue data, we could plot map with below:

→ **Circle Maker**

map shows Thai restaurants in Toronto highlighted using circlemarker.

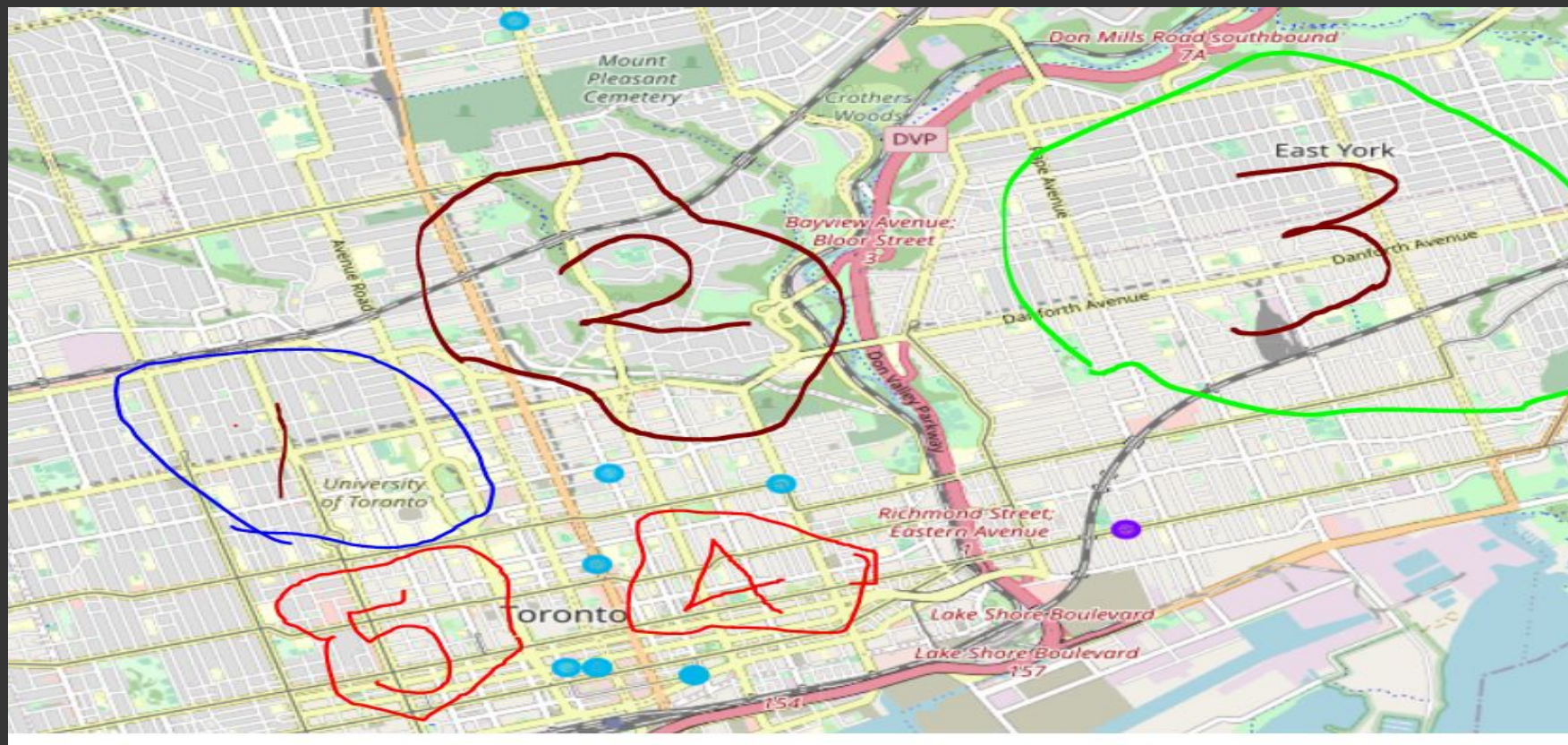
→ **Areas highlighted in numbers**

Locations where there is no circle is a possible location for new Thai restaurant.

Next slide shows plot with details.

Plot shows locations with Thai restaurants.

Areas marked in numbers 1 to 5 could be potential area to open new restaurant.





Conclusion:

Above graph shows list of Thai restaurants in Toronto. As you can see, there is no Thai restaurant in East York so that would be good place. Also, west of University of Toronto near university premises would be good idea considering by considering students as customers.

Using extracted data having top 10 most common venues, decision making was much easier and it becomes a simple program of venue category comparison to find out matching neighborhoods or simple map drawing with Thai restaurants as circles makes us easy to find out where to open the restaurant.