Pacific Northwest Cities Analysis



Background

- x One of the fastest growing regions in the US
- x Attractive to individuals and businesses
- x High living costs in major cities
- x Diverse city vibes

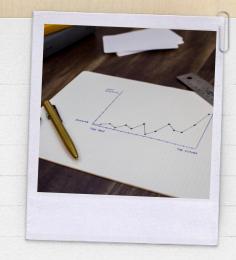
Problem

- x How to fairly compare different cities
- x How to proper evaluate what each city has to offer
- x How to gather easy to manipulate data
- x How to deliver analysis result in an intuitive way



Data

- WikipediaObtain a list of cities in Washington, Oregon and Idaho.
- Foursquare venue recommendation API
 Obtain a list of most popular venues in cities of three states.
- Mapquest geocoding API
 Obtain latitude and longitude data associated with each location.



Methodology

- x Use k-means clustering to group similar cities
- x Pick top 5 venue categories for each city's vector profile
- x Set k=6 to generate meaningful results



Results/Findings

- Coffee cities
 Offer coffee and diverse venues, typically large urban centers
- x Restaurant cities
 Pizza places dominate
- x Fast food cities

 Bedroom communities situated between large cities
- Vacation destinations
 Major accommodations, restaurants and nightlife venues



