



# Battle of the Neighborhoods

## New York City vs. Toronto

### Hannah Park

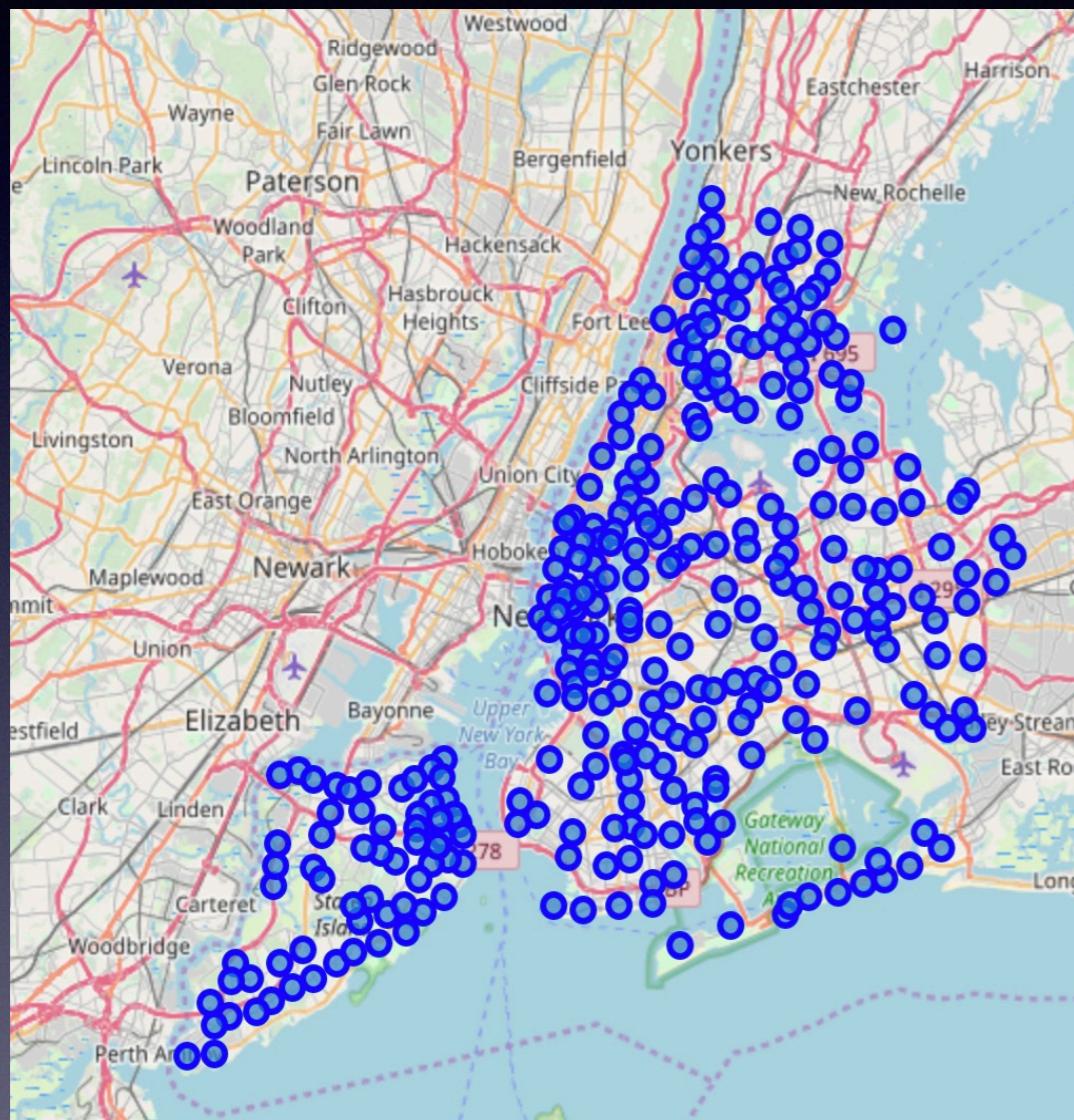
# Introduction

- Location is always important especially for many businesses despite the rise of remote work, collaboration, telecommuting and virtual offices.
- The most important consideration when evaluating a foreign business location is the people.
- Which city would be beneficial and exciting to work for the future employees of the new branch office?

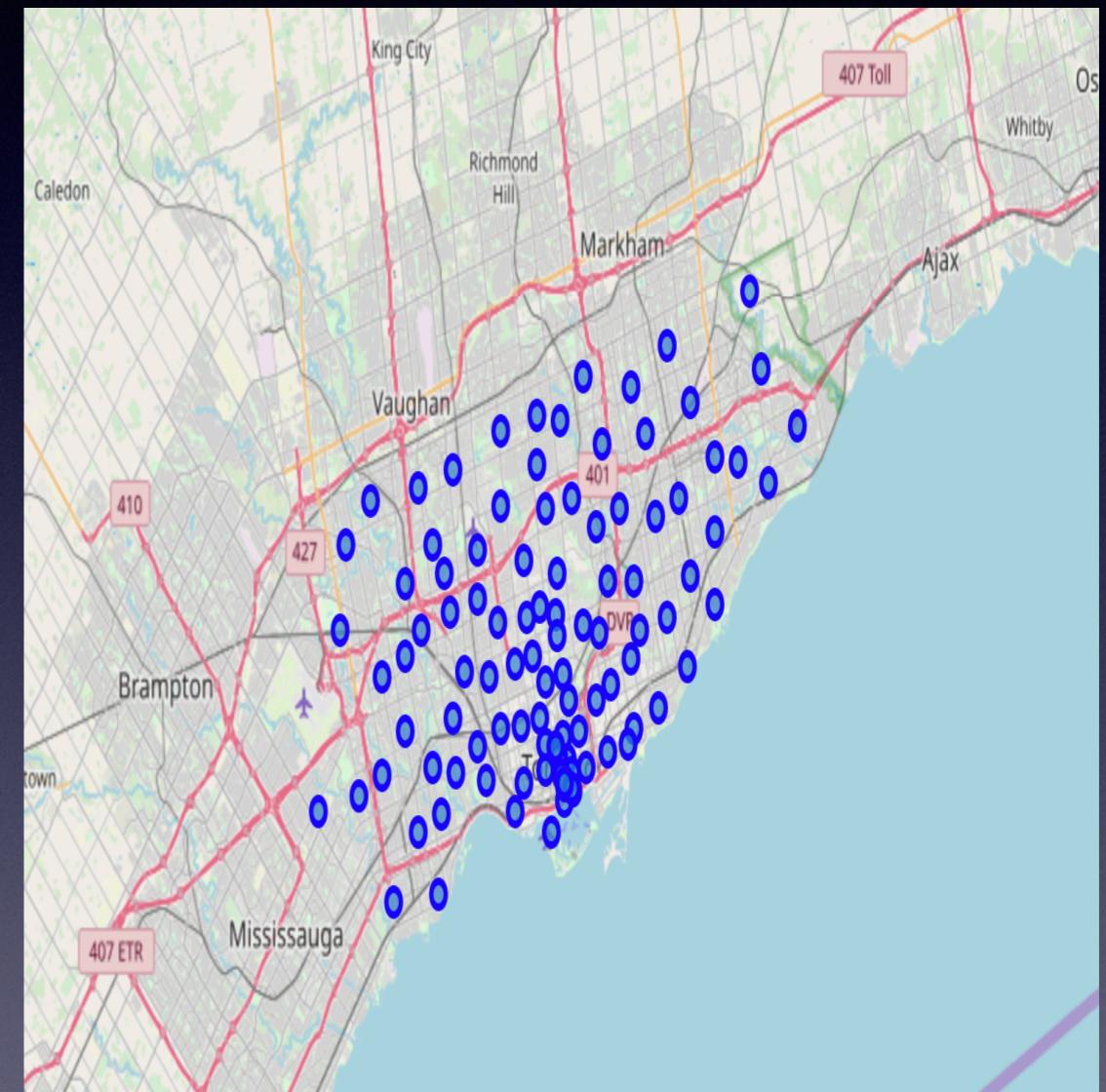
# Data acquisition

- New York City's boroughs, neighborhoods, and their geographical coordinates data scraped from [https://geo.nyu.edu/catalog/nyu\\_2451\\_34572](https://geo.nyu.edu/catalog/nyu_2451_34572)
- Toronto's postal codes, boroughs, and neighborhoods data scraped from [https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada:\\_M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
- Toronto's geographical coordinates data based on their postal codes acquired from [http://cocl.us/Geospatial\\_data](http://cocl.us/Geospatial_data)
- FourSquare API used to get trending venues around the locations.

# New York City vs. Toronto

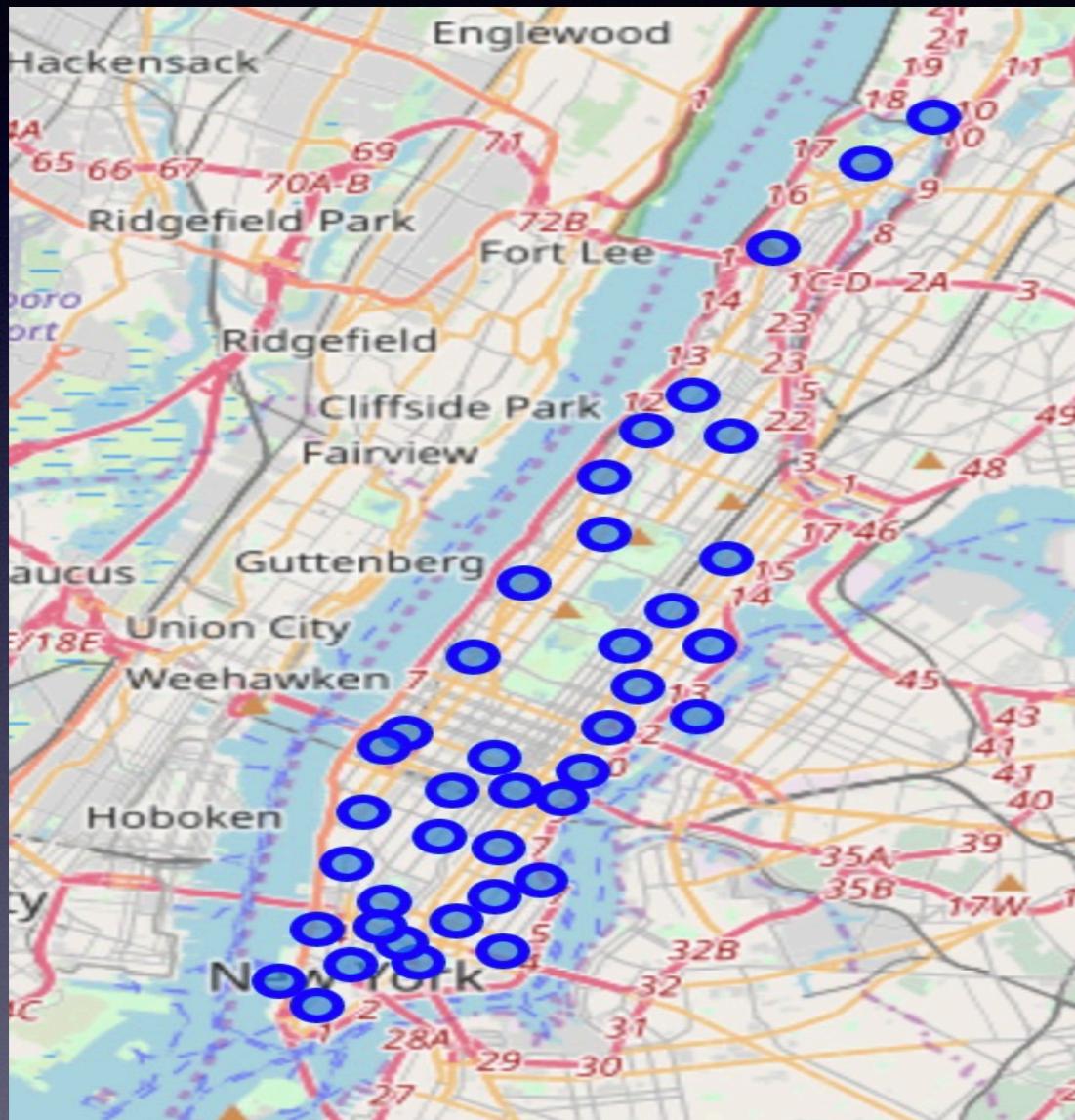


NYC

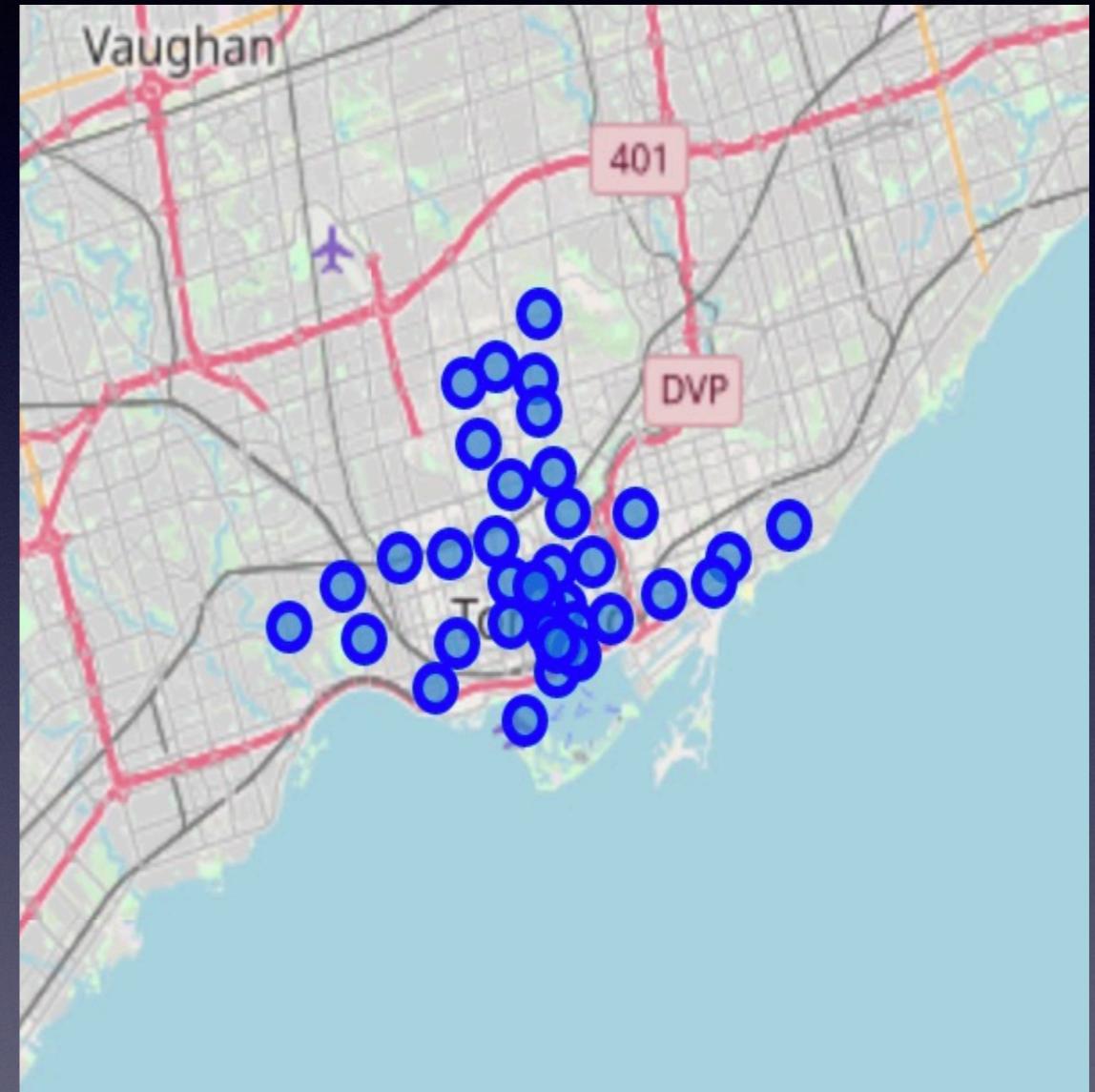


Toronto

# Manhattan vs. Old Toronto

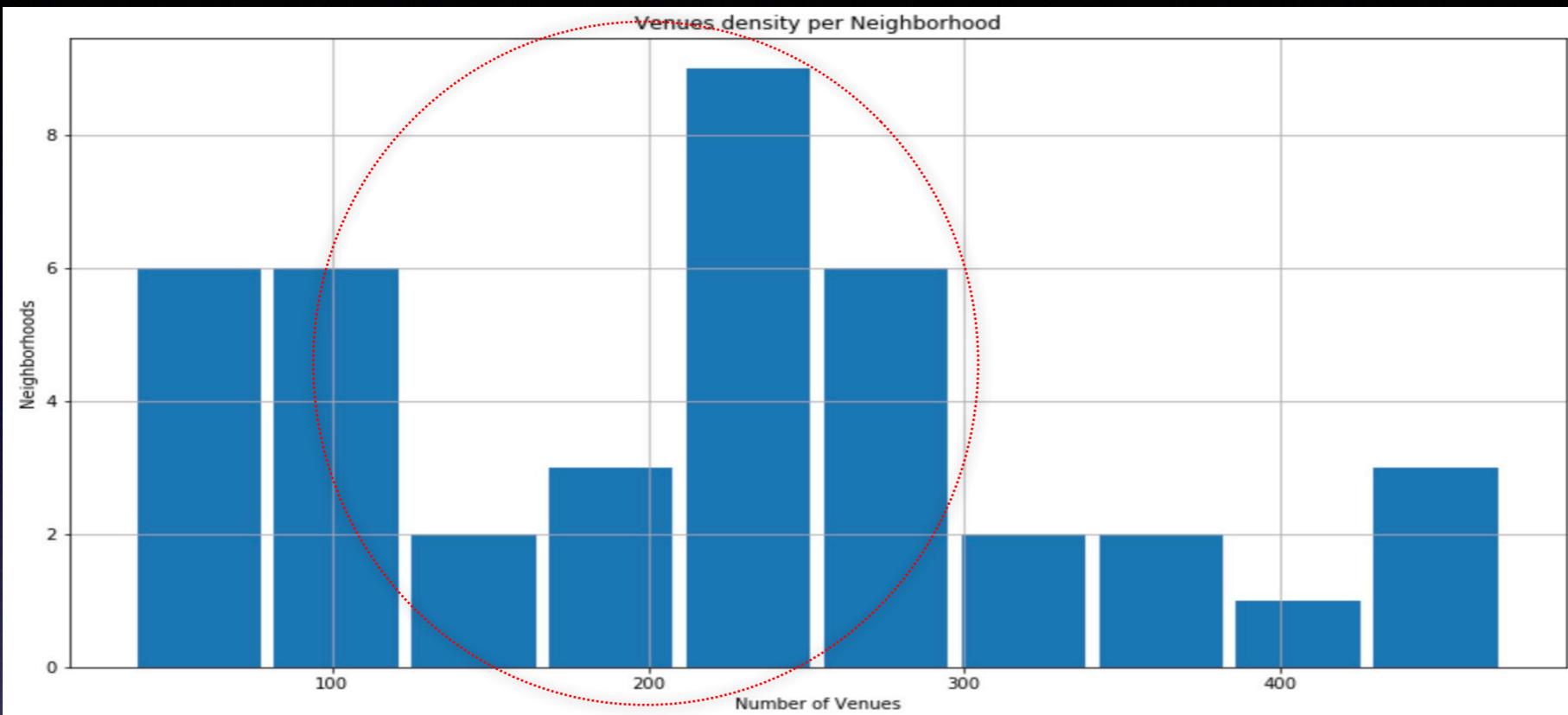


Manhattan

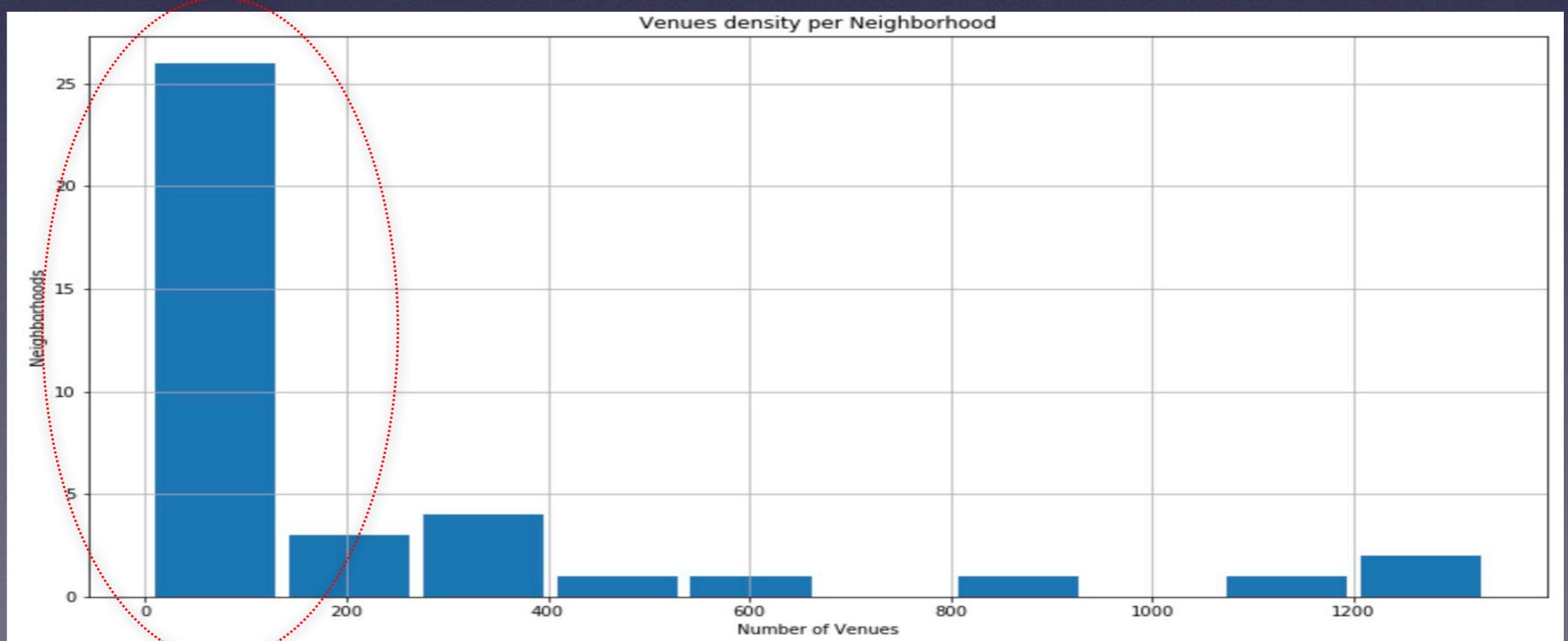


Old Toronto

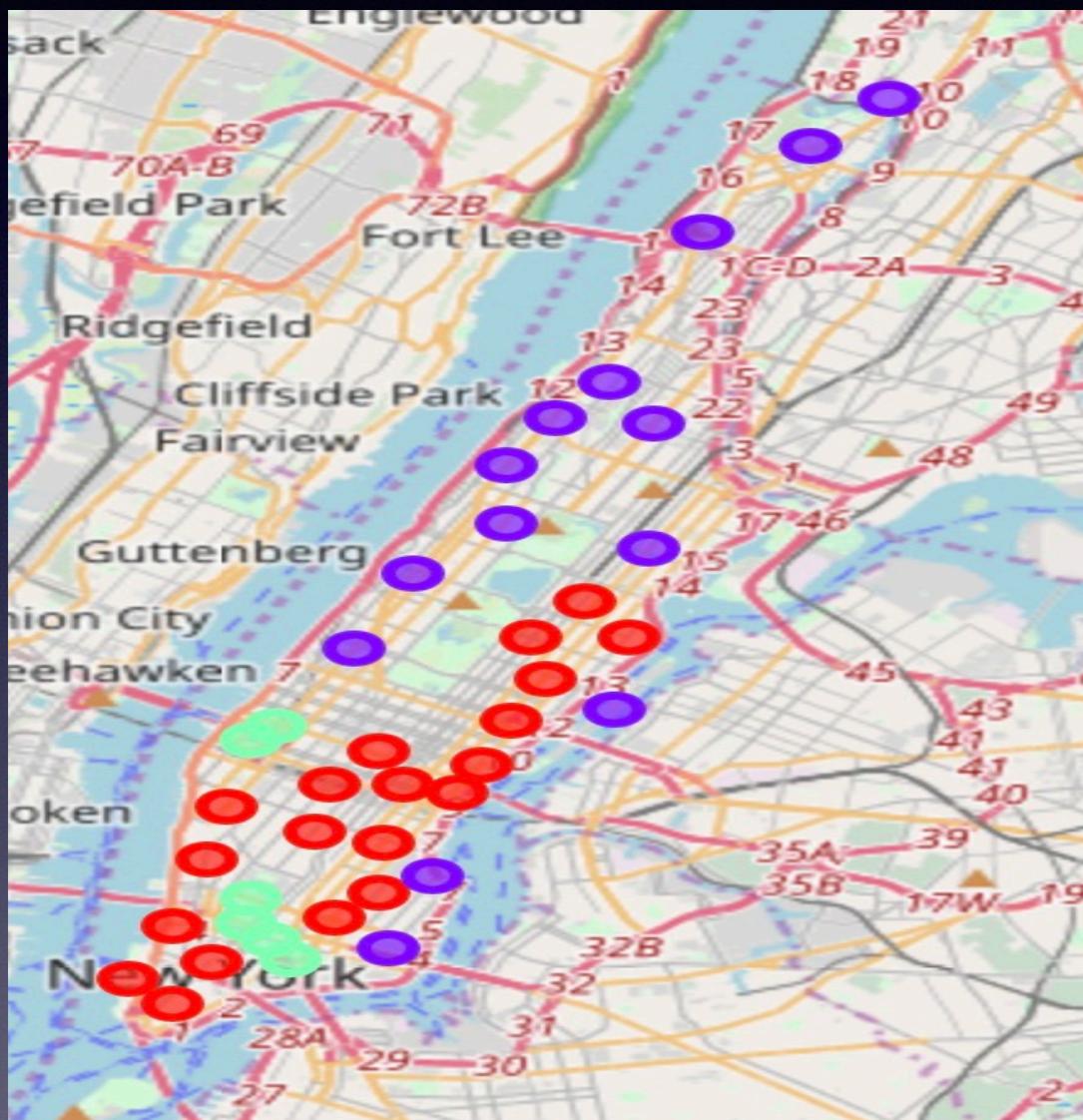
# Venues density per neighborhood



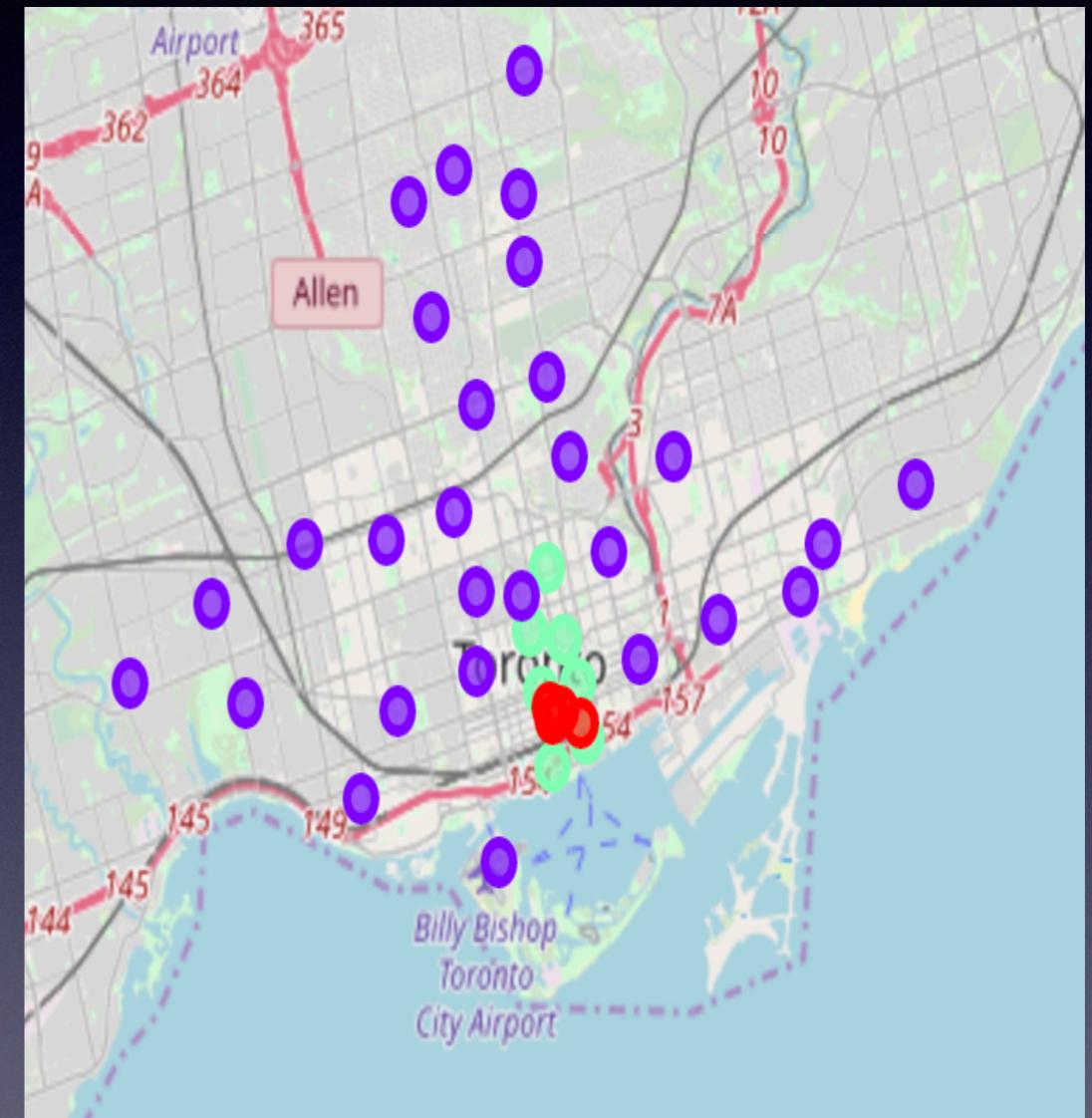
Old Toronto



# Clustered Neighborhoods



Manhattan



Old Toronto

# Manhattan vs. Old Toronto

- In Manhattan and Old Toronto, over 50% of the neighborhoods have venues density between 100 and 270 venues, and between 0 and 50 venues, respectively.
- Manhattan has 3304 venues in 335 venue categories.
- Old Toronto has 1718 venues in 234 venue categories.
- The most common venues in both cities are coffee shops/cafe, restaurants, parks, bar/pub, and gym/fitness center.

# Conclusion

- Manhattan offers many number of coffee shops and restaurants, parks, gym/fitness center, and bar/pub for office workers.
- Based on the variety of venues and venue categories and the venue density, Manhattan is recommended as the city for the future branch office.