



# Battle of Neighborhoods

TORONTO VS NYC: A CANDIDATE DILEMMA



# Business Problem

- ▶ Selected candidate needs to relocate to work in company offices in North America
- ▶ Target cities: Toronto, Ontario, Canada and New York City, NY, USA
- ▶ Looking for neighborhoods with the following features:
  - ▶ Parks
  - ▶ Chinese restaurants

# Data

- ▶ Information about neighborhoods
  - ▶ Toronto: Wikipedia, online encyclopedia:  
[https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada:\\_M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
  - ▶ New York City: Online Dataset: [https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset)
- ▶ Information about points of interest/venues:
  - ▶ FourSquare: geolocation platform.

# Search methodology: Toronto core

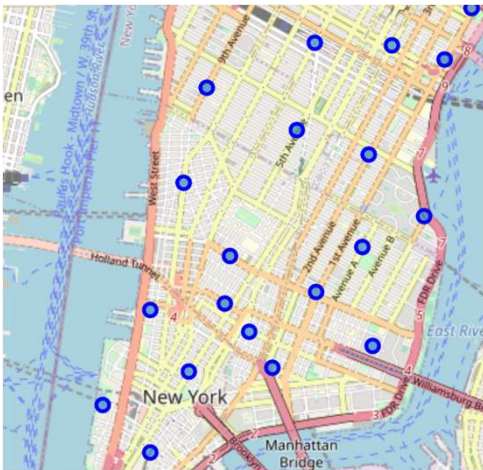
- Narrowing it down to Toronto core neighborhoods, and finding venues:



	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Berczy Park	Coffee Shop	Cocktail Bar	Pharmacy	Bakery	Seafood Restaurant	Farmers Market	Restaurant	Beer Bar	Cheese Shop	Café
1	Brockton, Parkdale Village, Exhibition Place	Café	Coffee Shop	Breakfast Spot	Yoga Studio	Stadium	Burrito Place	Restaurant	Climbing Gym	Performing Arts Venue	Bakery
2	Business reply mail Processing Centre, South C...	Light Rail Station	Comic Shop	Garden	Brewery	Burrito Place	Spa	Farmers Market	Fast Food Restaurant	Butcher	Restaurant
3	CN Tower, King and Spadina, Railway Lands, Har...	Airport Service	Airport	Boat or Ferry	Plane	Coffee Shop	Rental Car Location	Sculpture Garden	Boutique	Harbor / Marina	Airport Food Court
4	Central Bay Street	Coffee Shop	Italian Restaurant	Sandwich Place	Café	Japanese Restaurant	Bubble Tea Shop	Bar	Thai Restaurant	Salad Place	Burger Joint
5	Christie	Grocery	Café	Park	Restaurant	Candy Store	Italian	Diner	Ramen Store	Coffee Shop	Nightclub

# Search methodology: NYC, Manhattan

- Narrowing it down to Manhattan, and finding venues:



	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Battery Park City	Park	Hotel	Coffee Shop	Gym	Memorial Site	Boat or Ferry	Italian Restaurant	BBQ Joint	Gourmet Shop	Sandwich Place
1	Carnegie Hill	Coffee Shop	Café	Italian Restaurant	Pizza Place	Yoga Studio	Gym	Bar	Bakery	Gym / Fitness Center	Bookstore
2	Central Harlem	African Restaurant	Seafood Restaurant	Chinese Restaurant	American Restaurant	Bar	French Restaurant	Bookstore	Boutique	Market	Southern / Soul Food Restaurant
3	Chelsea	Coffee Shop	Art Gallery	American Restaurant	French Restaurant	Bakery	Ice Cream Shop	Bookstore	Hotel	Bar	Café
4	Chinatown	Chinese Restaurant	Bakery	Cocktail Bar	Dessert Shop	Vietnamese Restaurant	Bar	Ice Cream Shop	Hotpot Restaurant	Salon / Barbershop	American Restaurant
5	Civic Center	Coffee Shop	Hotel	Gym / Fitness Center	Cocktail Bar	French Restaurant	Yoga Studio	Italian Restaurant	Park	Bakery	Spa
6	Clinton	Theater	Italian Restaurant	Gym / Fitness Center	Wine Shop	American Restaurant	Coffee Shop	Cocktail Bar	Hotel	Sandwich Place	Gym



# Results & other directions

- ▶ Neighborhoods suitable for the candidate, with Parks and Chinese restaurants as common venues:
  - ▶ Toronto: North Toronto West, Lawrence Park
  - ▶ New York City, Manhattan: Inwood or Washington Heights
- ▶ This method can be adapted to expand the number of neighborhoods in which the search is done. Other features can be selected depending on candidates preferences.

# Appendox: Detailed results

## ► Toronto

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
21	North Toronto West, Lawrence Park	Clothing Store	Sporting Goods Shop	Coffee Shop	Yoga Studio	Gym / Fitness Center	Fast Food Restaurant	Diner	Mexican Restaurant	Park	Chinese Restaurant

## ► NYC, Manhattan

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
15	Inwood	Mexican Restaurant	Lounge	Café	Restaurant	Park	Bakery	Frozen Yogurt Shop	Caribbean Restaurant	Spanish Restaurant	Chinese Restaurant
37	Washington Heights	Café	Bakery	Deli / Bodega	Mobile Phone Shop	Chinese Restaurant	Bank	Sandwich Place	Tapas Restaurant	Supermarket	Park