Segmentation and Clustering of NY City and Toronto

**A comparison of Neighborhoods**

Nikhila Anumukonda

A picture containing building, outdoor

Description automatically generated

NEW YORK

A picture containing building, sky, outdoor

Description automatically generated

TORONTO

# Introduction/Problem statement

New York and Toronto are two important business centers of the world. This project is intended to target young business entrepreneurs who are looking to setup new businesses in either New York or Toronto. They are migrants from various places across the world and they do not know much about the New York and Toronto and their neighborhoods. They want to determine what kind of business would grow and what wouldn’t and why. Understanding which city neighborhood would be a good choice to setup a specific categories of business is crucial. So, it is important to understand which categories of business are popular and which categories are rare and why. They will also want to understand which business are common and uncommon between New York and Toronto because they can explore setting up some niche business. We will also analyze and compare some of the neighborhoods of New York and Toronto to better understand the similarities and differences of the neighborhoods of the two cities to determine what kinds businesses are common and not common in the cities. This will enable us to understand what type of businesses are more likely to grow in both the cities, which neighborhoods are suitable for each type of business and which businesses are not desirable in each city.

Toronto is the most populous city in Canada. It is also multi cultural and cosmopolitan city in the world. There are many languages spoken. It is considered the business and financial capital of Canada. Toronto, the capital of the province of Ontario, is a major Canadian city along Lake Ontario’s northwestern shore. It's a dynamic metropolis with a core of soaring skyscrapers, all dwarfed by the iconic, free-standing CN Tower. Toronto also has many green spaces, from the orderly oval of Queen’s Park to 400-acre High Park and its trails, sports facilities and zoo.

New York City with a population of 86.2 lakhs comprises of 5 boroughs sitting where the Hudson River meets the Atlantic Ocean. At its core is Manhattan, a densely populated borough that’s among the world’s major commercial, financial and cultural centers. Its iconic sites include skyscrapers such as the Empire State Building and sprawling Central Park. Broadway theater is staged in neon-lit Times Square. It is a diverse city with a global and cosmopolitan outlook.