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

**Brief of the Two cities in question**

About Toronto

Toronto 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.

About New York

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.

**The Problem**

A young business entrepreneur from India is looking to migrate to Toronto or New York and setup a business in Toronto or New York. He needs to decide between the two options New York or Toronto. In this scenario, he wants to understand which categories of business are popular in Toronto and New York, which categories of business are rare and niche. He also wants to understand the neighboring business venues.

**Target Audience**

The audience have the following profile.

* He is a Indian citizen with dreams to migrate to New York or Toronto because they are the business centers in their respective countries.
* He does not know much about the New York and Toronto and their neighborhoods, hence he wants to understand feasibility of setting up business in the neighborhoods.
* He is exploring what kind of business has less competition and which neighbourhoods.
* He has a family with skills to run the business.
* He likes to live in a neighborhood with ample open spaces.