Segmentation and Clustering of NY City and Toronto

**A comparison of Neighborhoods**

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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. New York is located in United States of America while Toronto is located in Canada. In this project we will 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. This will help business people to make better decisions for starting their businesses.

I know a friend of mine who intends to migrate to canada or USA to setup a Healthcare business especially Wellness center which caters to old and young people who like to learn Yoga, meditation and relax. She was mentioning that it would be great if there were parks in the vicinity so that people get fresh air to relax and feel healthy. So, in this project, we will also see the percentage neighborhoods with parks.

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.