



# NEIGHBORHOOD ANALYSIS

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# PROBLEM STATEMENT

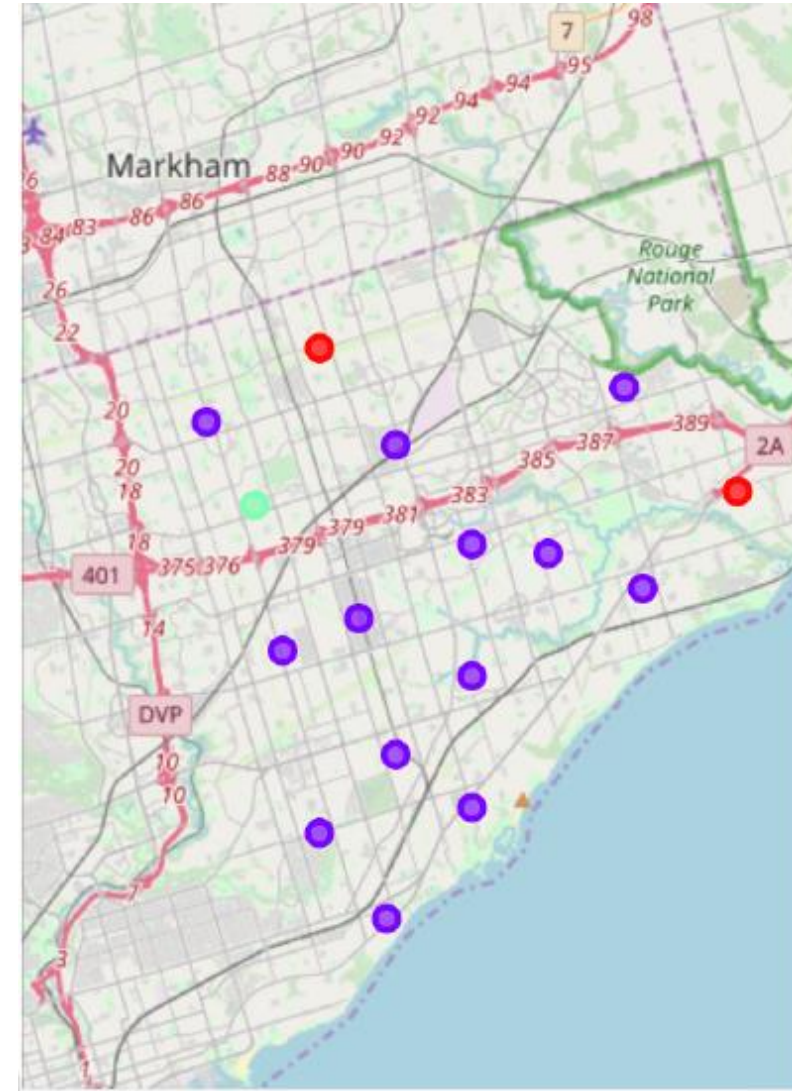
- Understand the similarities and differences of neighborhoods between Scarborough borough in Toronto and Queens borough in New York City
- Select the best neighborhood for a Fortune 500 company to move its headquarters based on venues

# OBJECTIVE

- Collect the neighborhoods top venues using Foursquare
- Form neighborhood based on venue categories using unsupervised k-means clustering algorithm
- Identify and understand the similarities and differences between Scarborough and Queens neighborhoods to obtain insights into the neighborhoods

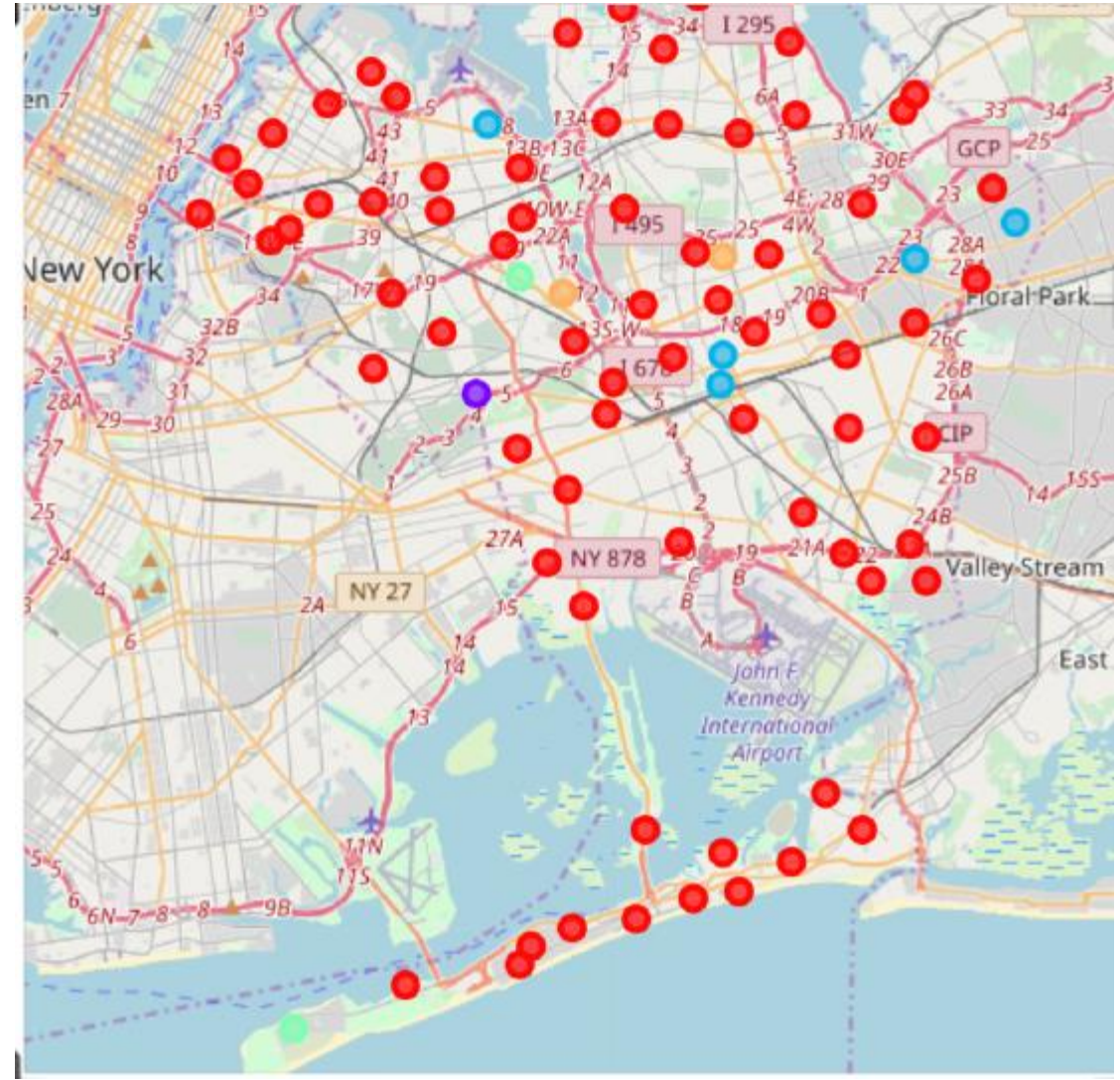
# MAP OF SCARBOROUGH IN TORONTO

Different neighborhood clusters



# MAP OF QUEENS IN NEW YORK CITY

Different neighborhood clusters



# COMPARISON BETWEEN NEIGHBORHOODS SCARBOROUGH VS QUEENS

- Scarborough has 79 distinct venues in 52 categories
- The most common venues in Scarborough are coffee shops, international restaurants, and skating rinks
- Queens has 1760 distinct venues in 269 categories
- The most common venues in Queens are bodegas, bakeries, coffee shops, and parks

# CONCLUSION

Based on the quantity of venues and variety of venues, Queens is a better choice than Scarborough to relocate the headquarters of the Fortune 500 company. Queens offer a greater amount of gyms, grocery stores, restaurants for individual and families of the employees.