



# Predicting Similarity between Cities

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# Problem

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- ❑ Multinational Corporations aim to open new branches for increased profit
- ❑ A new branch should be opened in a similar location to the original location

# Data Acquisition and Cleaning

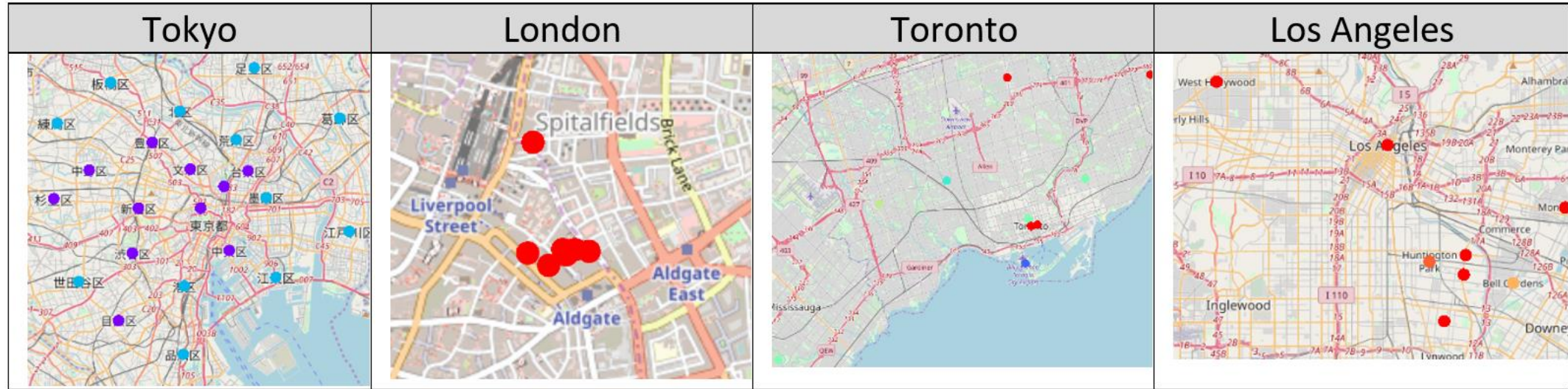
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- ❑ Dataset on Tokyo obtained from [UPS](#) website
- ❑ Dataset on Toronto obtained from [Wikipedia](#)
- ❑ Dataset on London obtained from [Doogal](#) Website
- ❑ Dataset on Los Angeles obtained from a LA [travel](#) website
- ❑ Some columns were dropped and Latitude and Longitude columns added

# Results

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- ❑ There are nine cluster groups
- ❑ Each different cluster is given a different color with
  - ❑ cluster 0 being red
  - ❑ cluster 1 being purple
  - ❑ cluster 2 being blue
  - ❑ cluster 3 being light blue
  - ❑ cluster 4 being turquoise
  - ❑ cluster 5 being teal
  - ❑ cluster 6 being green
  - ❑ cluster 7 being light orange
  - ❑ cluster 8 being dark orange
- ❑ The different clusters is a visualization of how each area in each city are similar or dissimilar to each other as shown in the next slide



# Results

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# Conclusion

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- ❑ Majority of the areas in London and Los Angeles are in cluster 0, and some of the areas in Toronto are in cluster 0
- ❑ This indicates that these locations are similar in terms of the types of venues they share
- ❑ Only one location in Los Angeles is part of the same cluster, cluster 1, as majority of the locations in Tokyo
- ❑ Hence, if a company, with its main branch being in London, wants to open a different branch in a different part of the world
- ❑ More statistically appropriate for the branch to be opened in Toronto and Los Angeles as potentially the company may be targeting the same type of audience, thus maximizing profit.

# Future Directions

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- ❑ Only the venue categories were taken into account to assess the similarities between areas of different cities
- ❑ Future research for this project may have to include a methodology to investigate similarity or dissimilarity between the cultural background, history, venue categories of each location
- ❑ See if there is an improvement in predicting the optimum location of opening a new branch for a multinational corporation.

# References

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Shoo, D. (2017, September 26). *Economic Effects of Multinational Corporations*. Retrieved from bizfluent: <https://bizfluent.com/info-8444236-economic-effects-multinational-corporations.html>