**Data Science Capstone Project Report:**

**Clustering and Segmenting and Analysis the New York and Toronto neighbourhood**

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This file contains information about the project being executed, in this case, the Clustering and Analysis of Neighbourhood data of New York and Toronto. It is organized according to the capstone project process flow.

# Business Understanding

NOTE: This is a sample for a tutorial, so scope, plan etc., does not necessarily correspond to an actual data science project addressing a specific business question. In an actual project, the problem definition, scope, plan, personnel sections are likely to be much more detailed, based on discussions with the client (or business owner), the structure of the data science team etc.

This project can solve the below business cases:

1. First Business case is to target tourists, who are visiting the neighbourhood first time can get an understanding of the top venues surrounding in New York and Toronto. Also they will get a simple comparison between the top venues in different neighbourhood.
2. 2nd business case is, this analysis will help the entrepreneur to give an idea about the which type of business is popular in which area and which type of cuisine popular in which area and will give and idea of where to invest.

# Problem Definition and Target audience

The purpose of this sample is to show how to instantiate and execute a project using the data science structure and tools.

The intended audience of this project is usually the tourists who are first time visiting the neighbourhood of Toronto or New York City and don’t have an idea of the top venues around a place.

So they are sometime lost and didn’t get chance to visit the top places. Using this analysis we can help the tourists to self-guide to where to visit according to their choice.

Target audience of the 2nd use case is upcoming entrepreneurs who want to establish some business in these neighbourhoods.

The issue is most of the times the less experience budding entrepreneurs have less or no idea about the top running business in certain localities, which cuisine is most popular in which area, which shop is most trending in which area, and which area has what popular venues. So lack of this data often misguides them to enter in wrong business and can be a trouble to them.