

COMPARING INTERNATIONAL CITIES FOR THEIR SIMILARITIES AND DIFFERENCES

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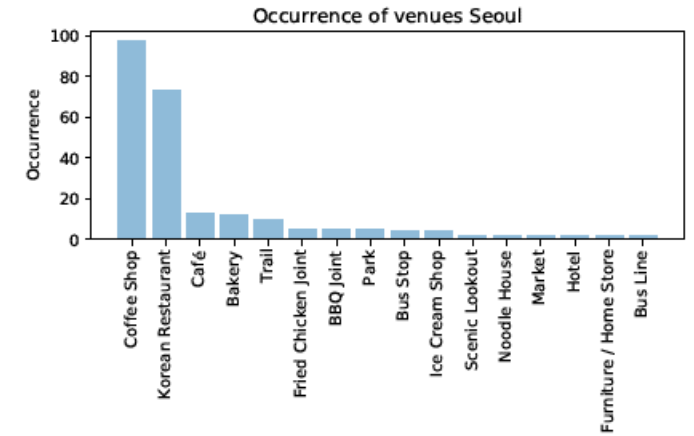
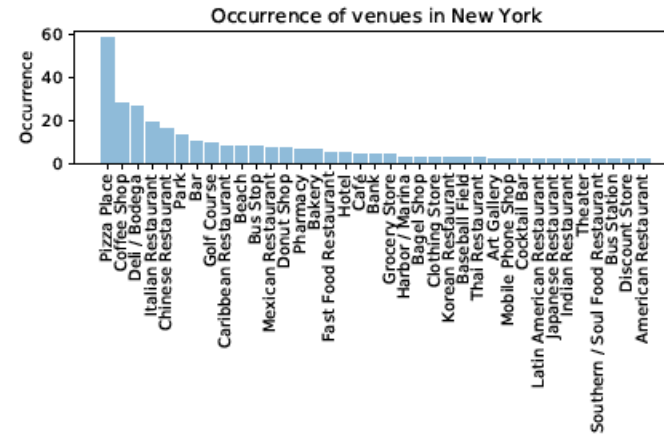
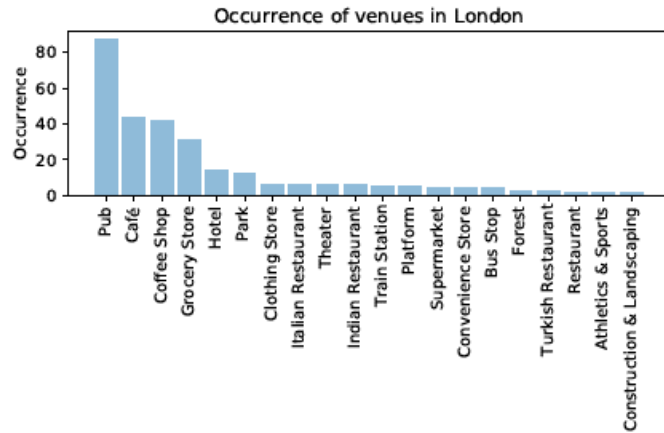
HIGH SKILLED WORKERS GRAVITATE TOWARDS LARGE CITIES

- Which city fits best for workers?
- Are there differences to consider before moving?
- If you want to open a new branch, which city works best for your employees?

USING NEIGHBORHOOD AND VENUE DATA TO GET AN OVERVIEW

- Neighborhood data from Wikipedia and OpenStreetMaps for three cities includes
 - Neighborhoods
 - Boroughs
 - Location of neighborhood
- Venue data from Foursquare includes
 - Venues for each neighborhood
 - Location of venue

OCCURRENCE OF MOST COMMON VENUE IN EACH NEIGHBORHOOD SHOWS SIGNIFICANT DIFFERENCES



- Each city has their own popular venue
- London and New York have larger variety
- Seoul has strong focus on coffee shops Korean restaurants

CLUSTERING NEIGHBORHOODS WITH GIVES US MORE INSIGHT

- Using K Means, we get
 - 7 clusters for London and New York
 - 5 clusters for Seoul
- Based on
 - Aggregated venue data for each neighborhood

THE CORE CITY IS SIMILAR...

- High concentration of venues in city center
- High number of coffee shops in all cities
- Eating and social places differ
 - Pubs in London
 - Pizza places and bars in New York
 - (Local) restaurants in Seoul

...WHILE THE RESIDENTIAL AREAS DIFFER

- London has a large number of grocery stores and less restaurants
- New York uses delis and bodegas as well as restaurants
- Seoul has mostly (local) restaurants which also serve as a social meeting place

CONCLUSION

- The core is similar in number of venues
 - But differs in the kind of venues
- Living is different and different cultures are notable in the data
- Choosing the correct city is important for both individuals and companies