Introduction and Business Problem

- o Company XYZ, headquartered in India is planning to set up a conference in North America. It has offices in both Toronto and New York. Janice, the senior manager has never been to both cities and is currently deciding between Toronto, Canada and New York, USA. The two cities are located in the east coast, are financial capitals and have a diverse culture. She wants to explore the two cities and compare them to find out how similar or dissimilar they are.
- o She wants to know the different neighborhoods of the cities. She wants to particularly explore Downtown Toronto neighborhoods and Manhattan city to find out the most common venues in both neighborhoods, as they will most likely host the conference in downtown.
- o She also wants to explore the demographics of the two cities such as population, average income and density of each neighborhood.