Analyzing the neighborhoods for startup idea

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1. Background Discussion

A startup or start-up is started by individual founders or entrepreneurs to search for a repeatable and scalable business model. More specifically, a startup is a newly emerged business venture that aims to develop a viable business model to meet a marketplace need or problem. Founders design startups to effectively develop and validate a scalable business model. Hence, the concepts of startups and entrepreneurship are similar. However, entrepreneurship refers all new businesses, including self-employment and businesses that never intend to grow big or become registered, while startups refer to new businesses that intend to grow beyond the solo founder, have employees, and intend to grow large. Startup culture has been popular especially in the last few years and almost 80% of all the startups that are launched turn out to be successful. So, in this project we are going to explore the neighborhoods of two most important cities in the world .i.e. New York City, USA and Toronto, Canada and predict the best neighborhood for beginning a startup.

2. Business Problem

Selecting the appropriate neighborhood strongly determines the success of a startup, so even though a person can start his business anywhere in both of the cities, however he might not be quite certain that his business will ultimately bear fruits. So, in this project we will be analyzing the datasets of the neighborhoods for both New York City and Toronto to find the most common and trending places among the various neighborhoods and depending on the most common places around, we can suggest the startup idea that is most likely to be successful in the

vicinity of that place. While predicting the startup idea, we will also be looking into the neighborhoods of both Toronto and NY and determine the similarity among the two places.

3. Datasets For the Problem

We will be using the following datasets for solving the business problem.
https://github.com/rahamanankit/Capstone_Battle_Of_Neighborhoods/blob/master/NewYorkDataset.csv
https://github.com/rahamanankit/Capstone_Battle_Of_Neighborhoods/blob/master/TorontoDataset.csv