Battle of Neighborhoods, Toronto
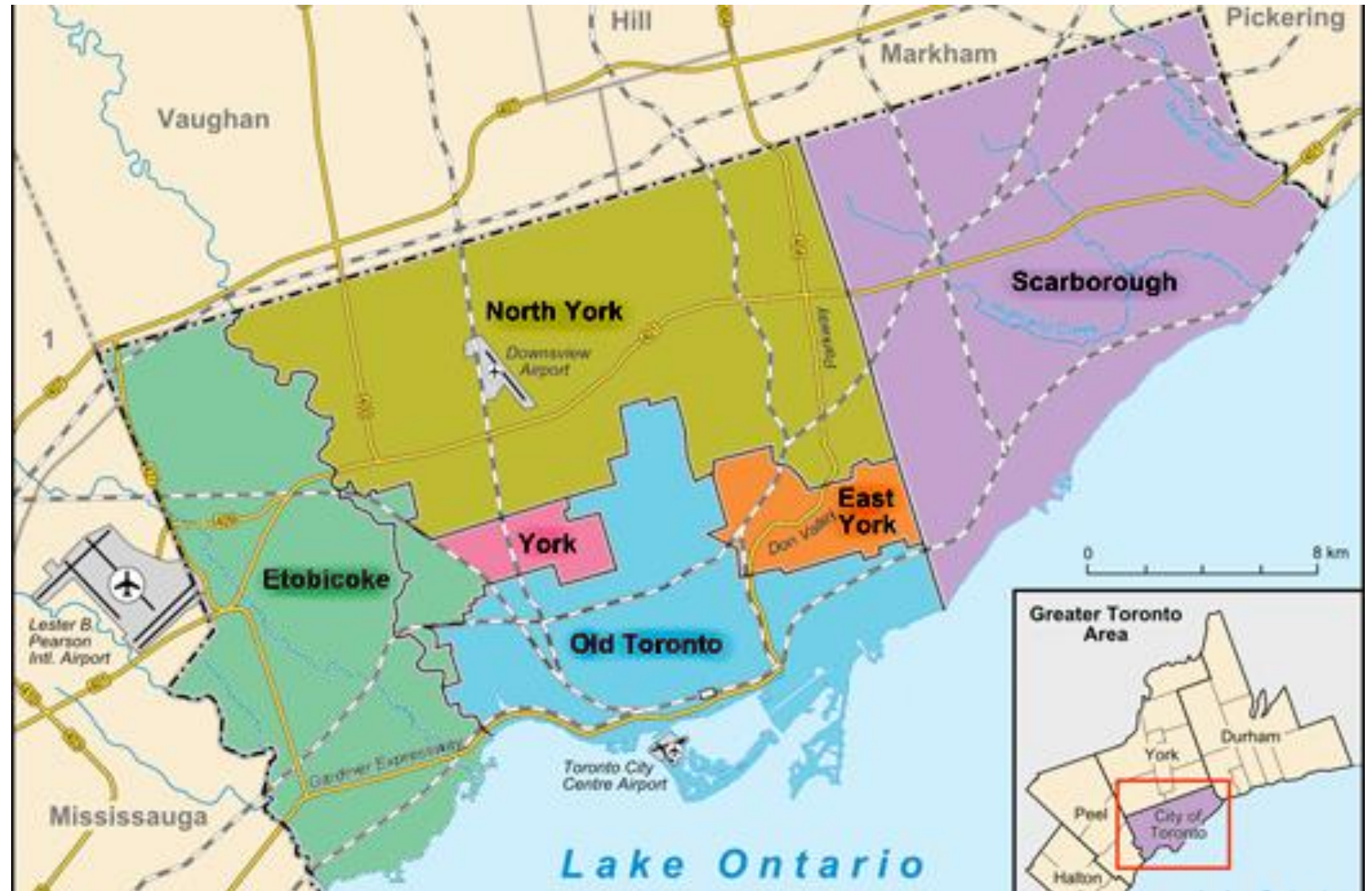
Srijan Rudra

The PROBLEM

- People migrate to new cities for work opportunities

- People may move within a city as well

- Several factors for finding suitable accommodation and neighborhood – rent, safety, availability of preferred cuisine, entertainment options etc.

- People want to have the best lifestyle in the new place

OBJECTIVE

- Segment and cluster neighborhoods in Toronto, Canada
- Five variables used for clustering
  - Average Rent
  - Crime Rate
  - Cuisine Index – variety of restaurants
  - Recreations and Fitness index – gyms, parks and fitness studios
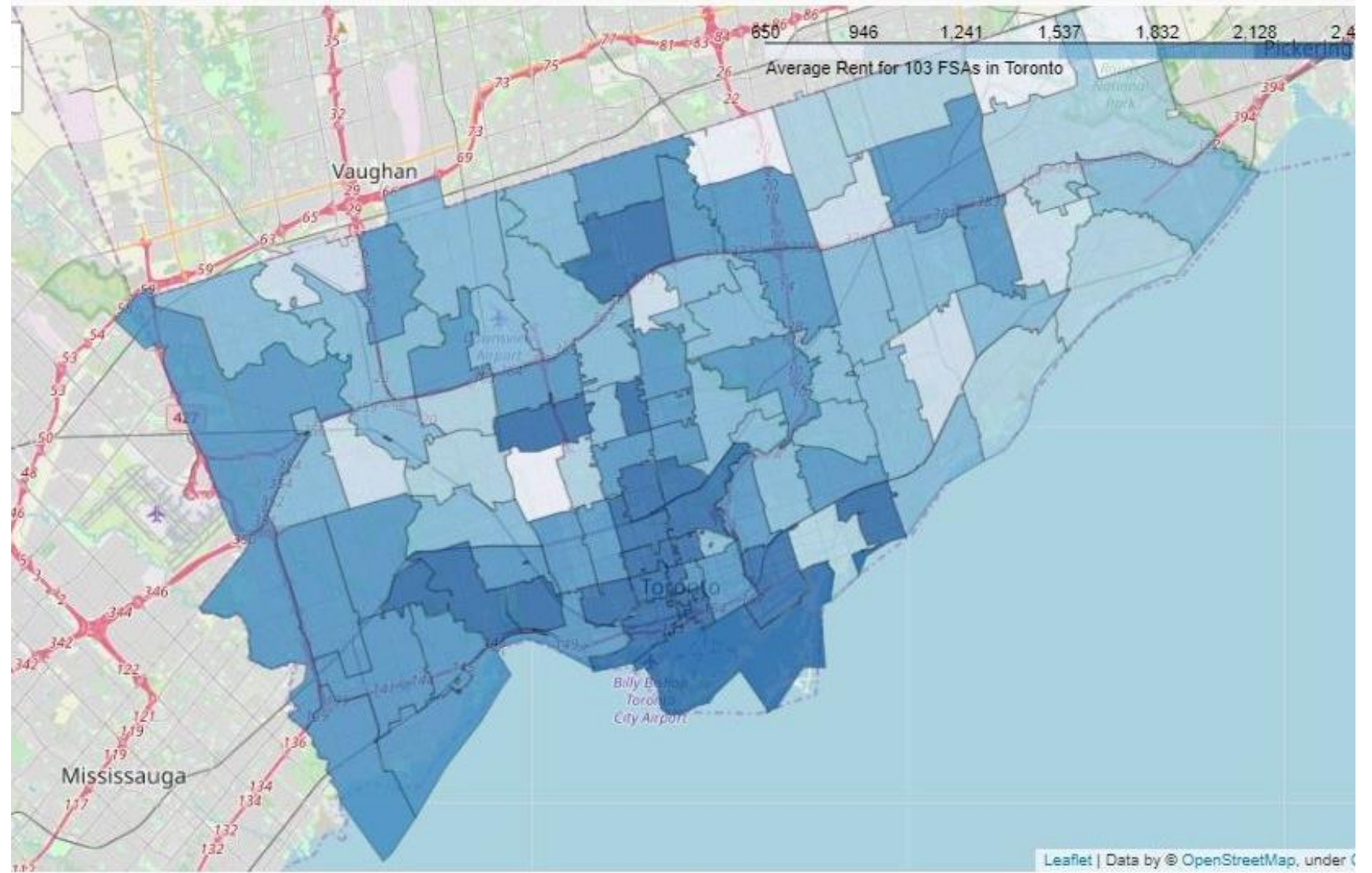 - Entertainment and Nightlife index – theaters, movie theaters, clubs and music venues

Introducing Toronto
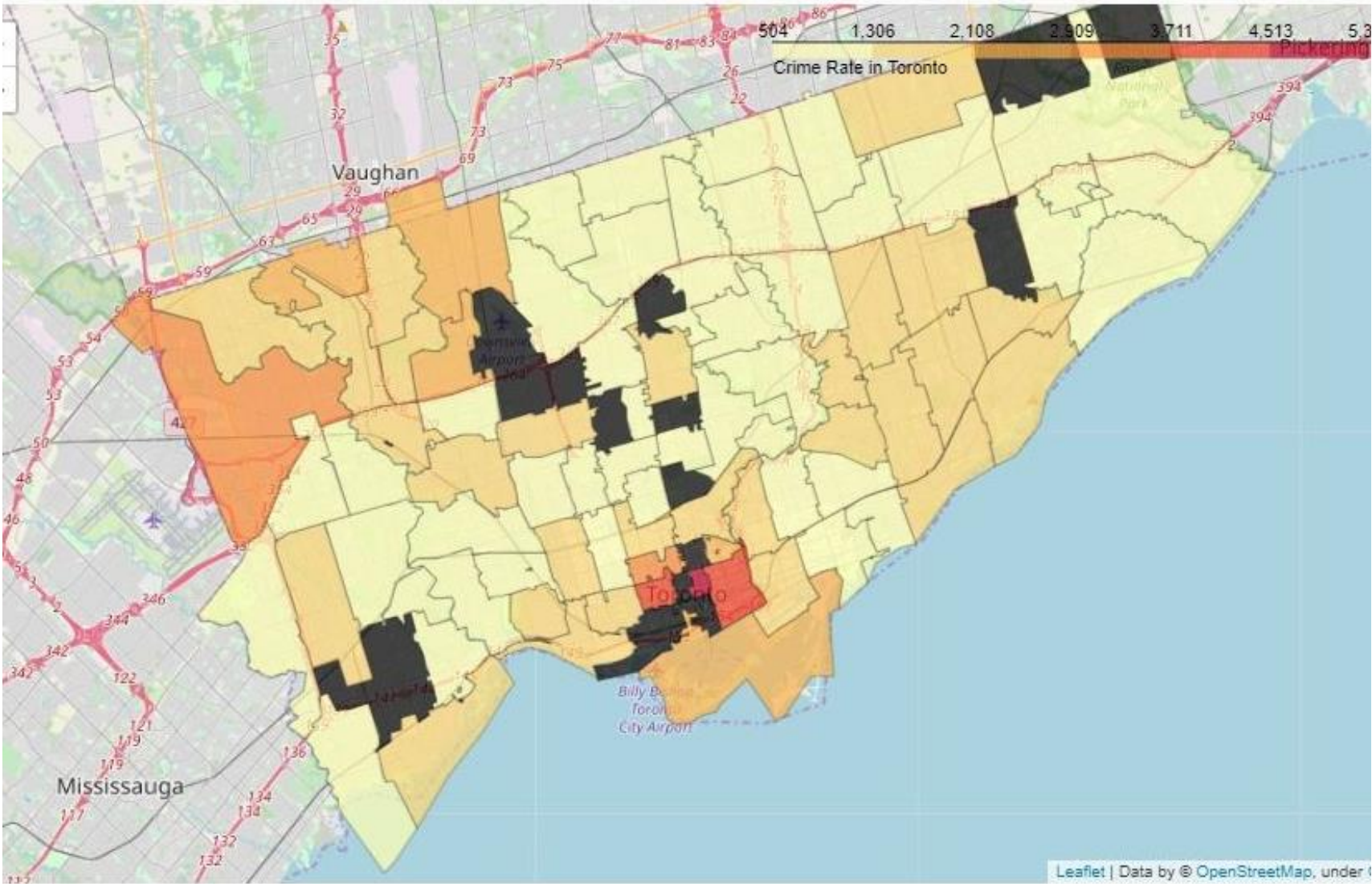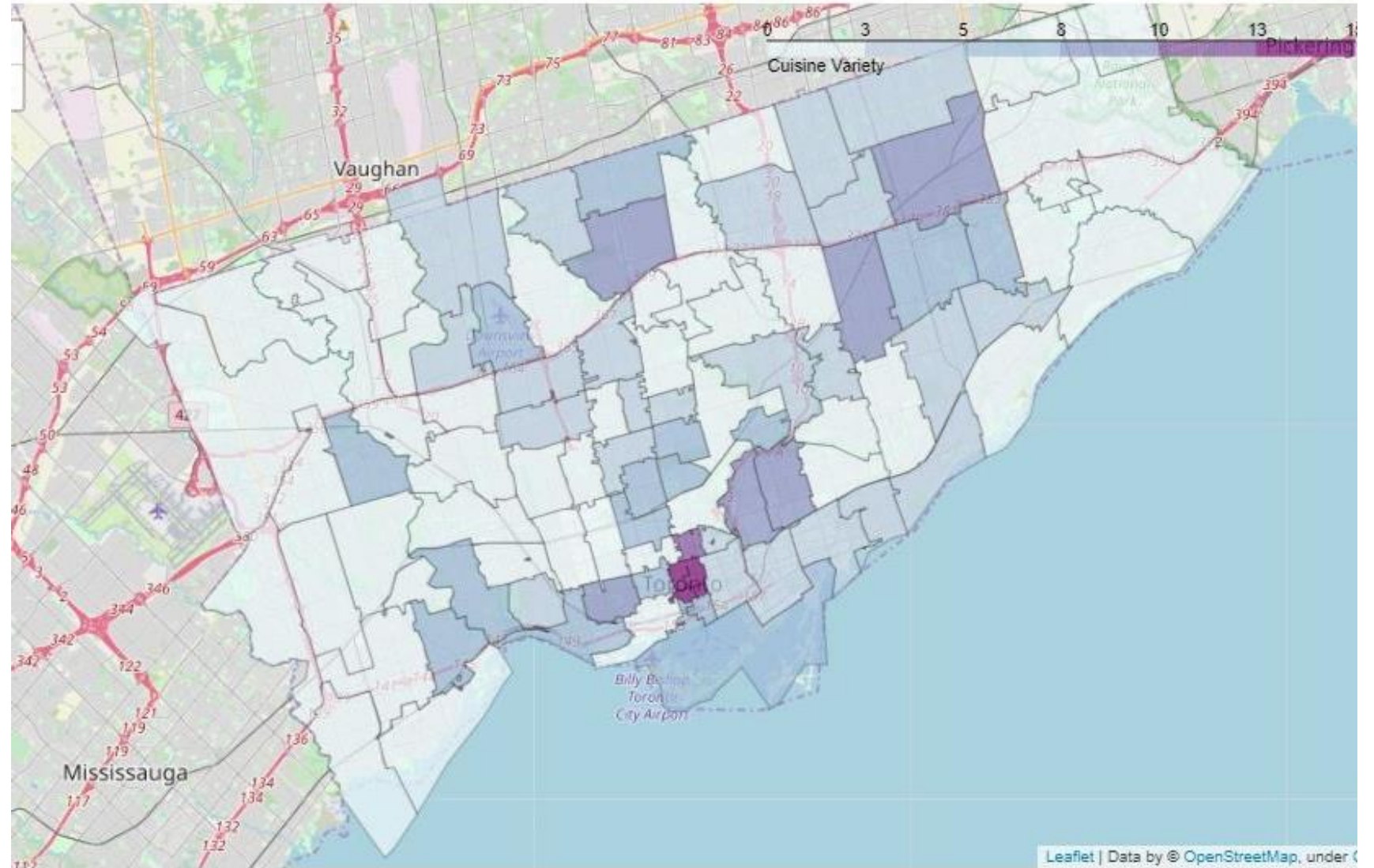
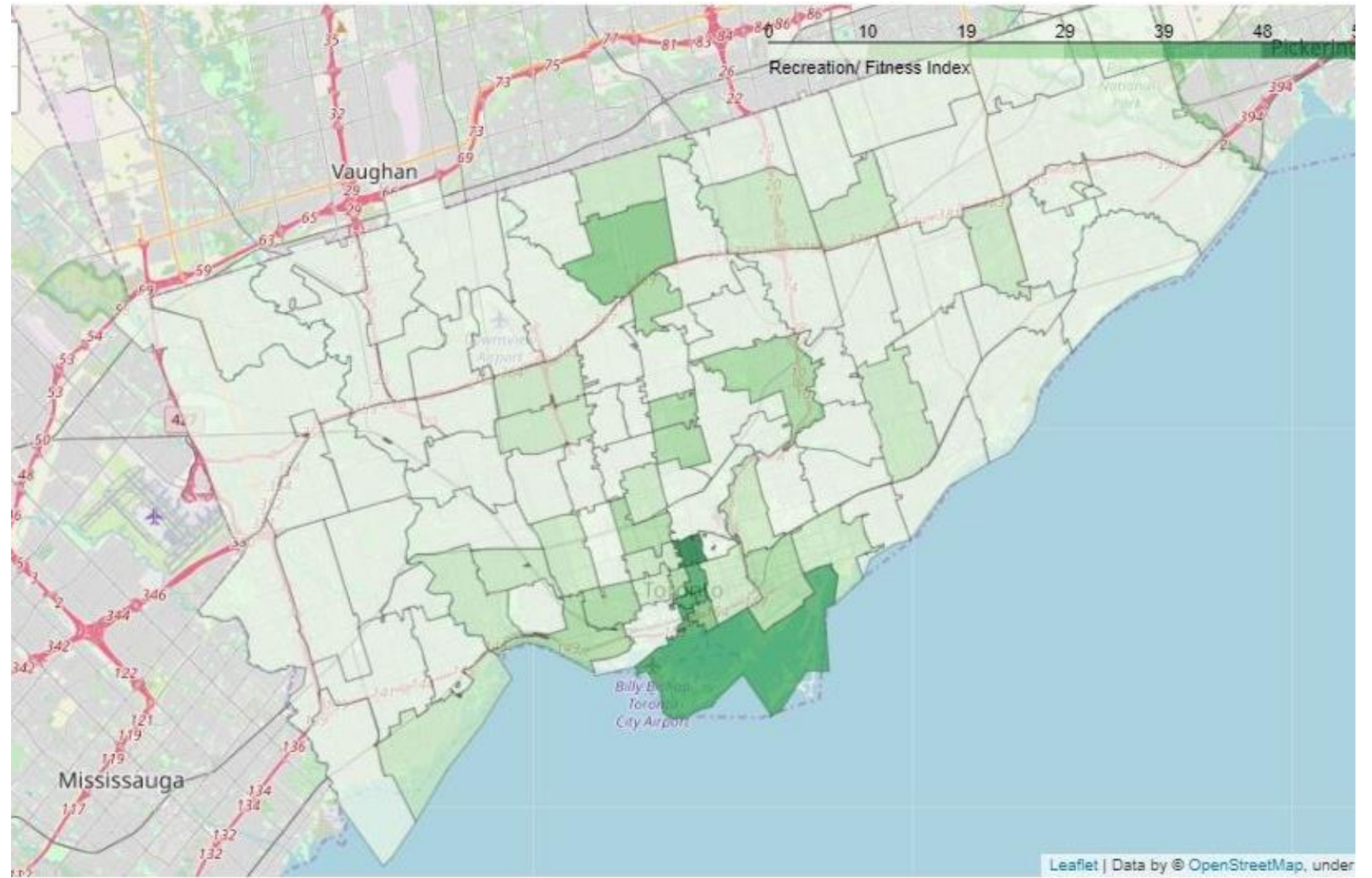10 boroughs and 103 neighborhoods

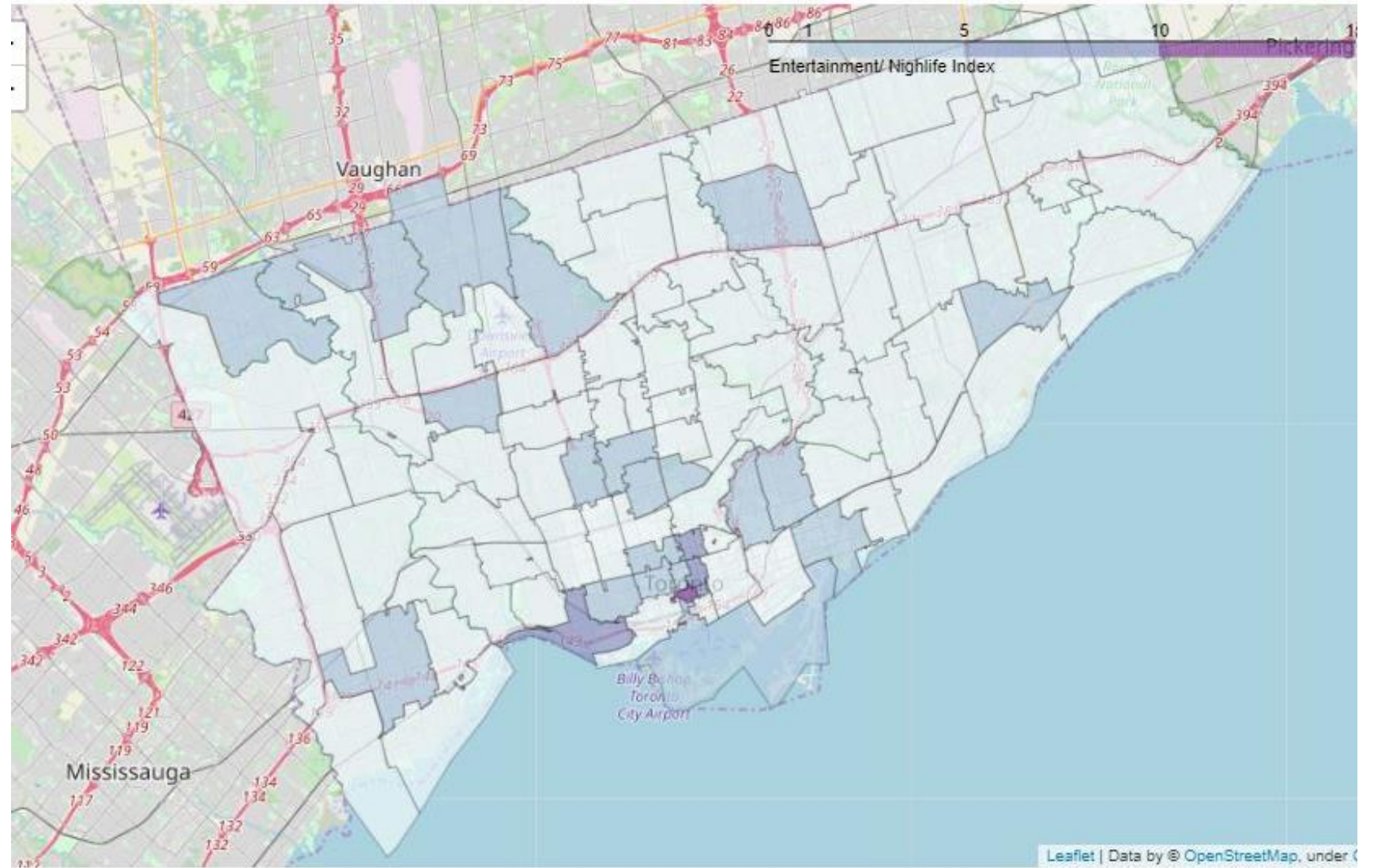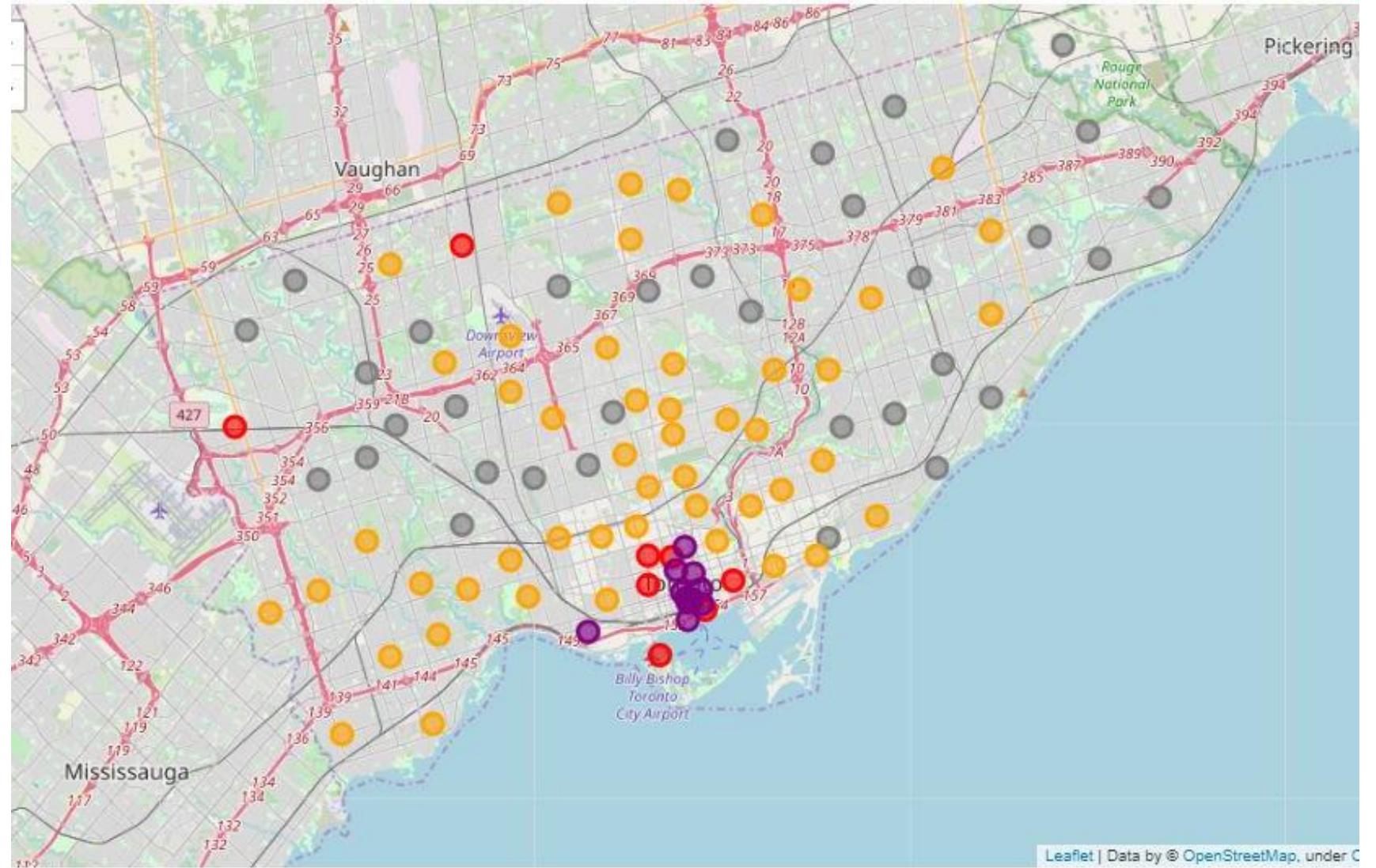Average Rent

Crime Rate

Cuisine Variety

Fitness and Recreation

Entertainment and Nightlife

Clustered Neighborhoods

RESULTS

Gray (Group1)
- *Poor man's friend*
- Cheap neighborhoods with low rent
- Safe
- Low number of eating and entertainment options

Orange (Group2)
- *Decent and Safe*
- Moderate cost of living
- Safe
- Moderate number of restaurants and fitness venues but low number of clubs and theaters

Red (Group3)
- *Criminal's Abode*
- Highest Crime Rate
- Expensive
- Moderate number of commercial venues

Purple (Group4)
- *Rich and Luxurious*
- Very expensive
- Moderate crime rate
- High-end neighborhoods with a wide variety of restaurants, clubs, bars etc.

CONCLUSION

- Neighborhoods in Toronto were segmented into four groups based on k-means clustering algorithm

- Who can benefit from this analysis?
  - Housing service providers
  - Rentals/leasing agencies
  - Individuals/families moving to a new place