

The Business Expansion Guide to the Neighborhoods of Philadelphia

Finding Compatible Locations in Philadelphia

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Executive Summary

Wilmington, Delaware and Philadelphia, Pennsylvania city centers are only 32 miles (52 km) apart. Philadelphia is home to 1.5 million people, nearly 20 times the population of Wilmington, at 77 thousand. A successful business in Wilmington may consider expanding into Philadelphia due to its proximity and its market size. The goal of this project is to aid in business site selection. Data from *Foursquare* is used to build a model of the neighborhoods of Philadelphia. Then, given an arbitrary neighborhood of a candidate business outside of Philadelphia, we can use the model to find the neighborhood(s) of Philadelphia that are most similar to the given neighborhood.

Introduction

A city has a character owing in part to the mix of neighborhoods that make up the city. Similarly, neighborhoods have character due to the mix of establishments found in those neighborhoods. In a city the size of Philadelphia, there are over 150 distinct neighborhoods in 12 districts. Finding a neighborhood that is suitable for some intended purpose is no small task – but this project will show how data science can help.

Let's illustrate the business problem with an example. Suppose you know a successful small business owner in a small city, like Wilmington, Delaware. Business is so good that the owner is looking to expand in a larger, nearby market – Philadelphia, Pennsylvania for example. The owner believes much of the success of the business is due to its home neighborhood, and wants to find a comparable neighborhood in the new market to provide the best chance of success.

Methodology

The raw data for the project was gathered from several sources. The neighborhoods and planning zones of Philadelphia were found on the Wikipedia page: [List of Philadelphia neighborhoods \[1\]](#), and are listed in appendix A. The neighborhoods were geocoded with the [Geocoder \[2\]](#) python package using the [ArcGIS \[3\]](#) provider to obtain their latitude and longitude coordinates. The [Foursquare Venue Search API \[4\]](#) was used to compile categories of venues corresponding to each neighborhood. These are listed in appendix B.

Foursquare provided 525 distinct venue categories in the 164 neighborhoods of Philadelphia. The venue categories were too fine grained in some respects. For example, there are dozens of individual restaurant categories represented in the data. While no one can argue that Japanese, Italian, vegan and seafood restaurants are not the same, different neighborhoods that contain any type of restaurant are similar in some respect. For example, if neighborhood A is home to a steakhouse, and neighborhood B has a Vietnamese restaurant, A and B are similar in that they both contain eating establishments. I added a feature, called **Restaurants**, that represented *any* restaurant venue category and gave it a numeric value of the total of all restaurants (regardless of category) in the neighborhood.

Restaurants are one example, but are many others. Retail establishments and train and bus stations, for example. I identified 23 such groups of similar venue categories, and added corresponding features to the data set for each. Appendix C lists these groups of venue categories. The resulting data set has 164 rows corresponding to the neighborhoods, and 549 columns: 1 for **neighborhood id**, 525 for **venue categories**, and 23 **category groups**. These form the features of the data set.

The values of the features are the counts of the corresponding venues in each category in the neighborhood divided by the count of the venues in the neighborhood. The values in the category group columns are the counts of the venues in each category group in the neighborhood divided by the count of grouped venues found in the neighborhood. An excerpt of the feature data set is shown in Table 1 below. The full data set has 164 rows (neighborhoods) and 529 columns (features).

ID	Neighborhood	...	Theater	Courthouse	College Library	Parking	Church	Doctor's Office	Art Gallery	...
1	Avenue of the Arts		0.01123	0.01123	0.01123	0.01123	0.01123	0.01123	0.00000	
2	Callowhill		0.00000	0.02222	0.00000	0.07777	0.01111	0.00000	0.07777	
3	Chinatown		0.00000	0.00000	0.01063	0.04255	0.01063	0.00000	0.01063	
4	Elfreth's Alley		0.00000	0.00000	0.00000	0.01136	0.00000	0.01136	0.18181	
5	French Quarter		0.00000	0.00000	0.00000	0.02173	0.00000	0.01087	0.02173	
6	Logan Square		0.01098	0.00000	0.00000	0.01098	0.00000	0.00000	0.06593	
7	Naval Square		0.02083	0.02083	0.00000	0.02083	0.01041	0.00000	0.03125	
8	Jewelers' Row		0.00000	0.00000	0.00000	0.00000	0.00000	0.01087	0.00000	
9	Market East		0.00000	0.00000	0.00000	0.01162	0.00000	0.00000	0.03488	
10	Old City		0.00000	0.00000	0.00000	0.00000	0.00000	0.00000	0.05555	
...										

Table 1

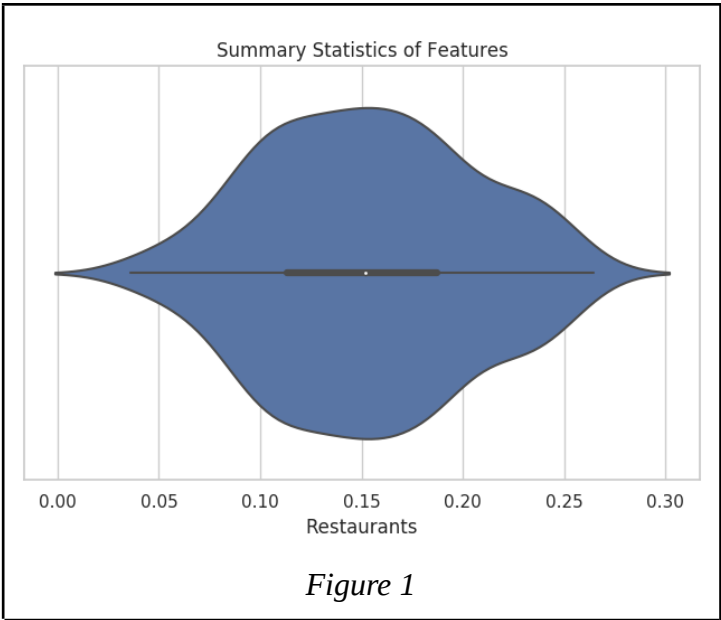
Results

Summary Statistics

Figures 1 through figure 4 show violin plots for some individual features of the data set. Figures 1 and 3 show examples of rolled up venue category groups: restaurants and transportation. Figures 2 and 4 show specific examples of venue categories within the corresponding category groups: Chinese Restaurants and Light Rail Stations.

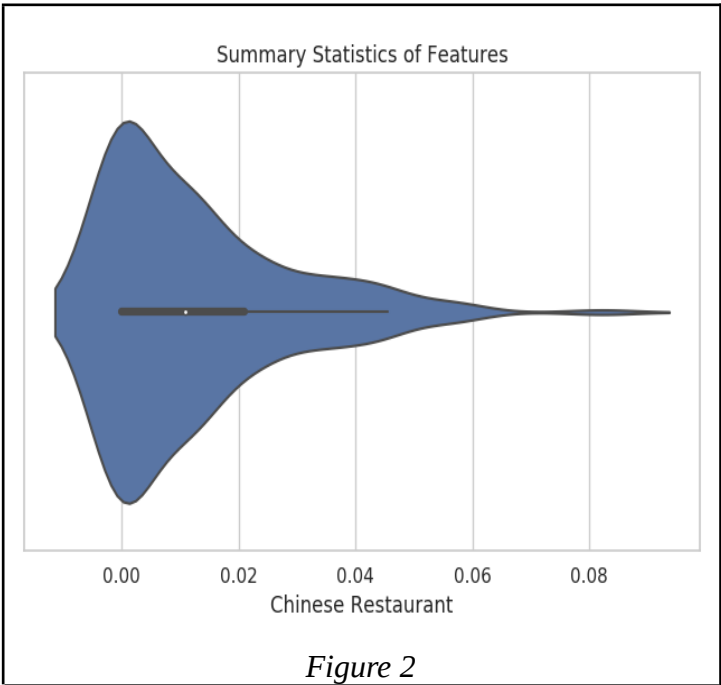
Restaurants

count	164.000000
mean	0.153135
std	0.051351
min	0.035714
25%	0.113131
50%	0.151743
75%	0.187244
max	0.264706



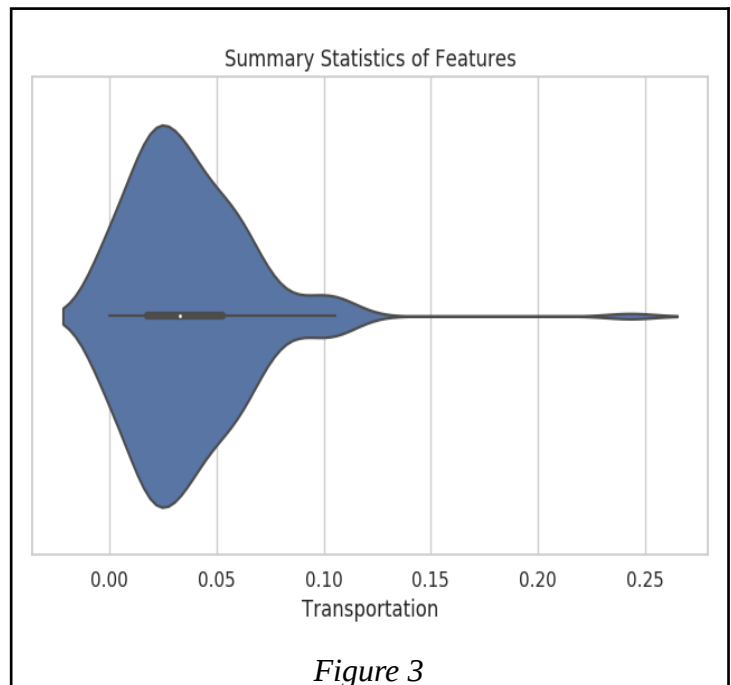
Chinese Restaurant

count	164.000000
mean	0.012355
std	0.015888
min	0.000000
25%	0.000000
50%	0.010811
75%	0.021053
max	0.082192



Transportation

count	164.000000
mean	0.036674
std	0.030192
min	0.000000
25%	0.017544
50%	0.032787
75%	0.052867
max	0.243243



Light Rail Station

count	164.000000
mean	0.003861
std	0.013289
min	0.000000
25%	0.000000
50%	0.000000
75%	0.000000
max	0.100000

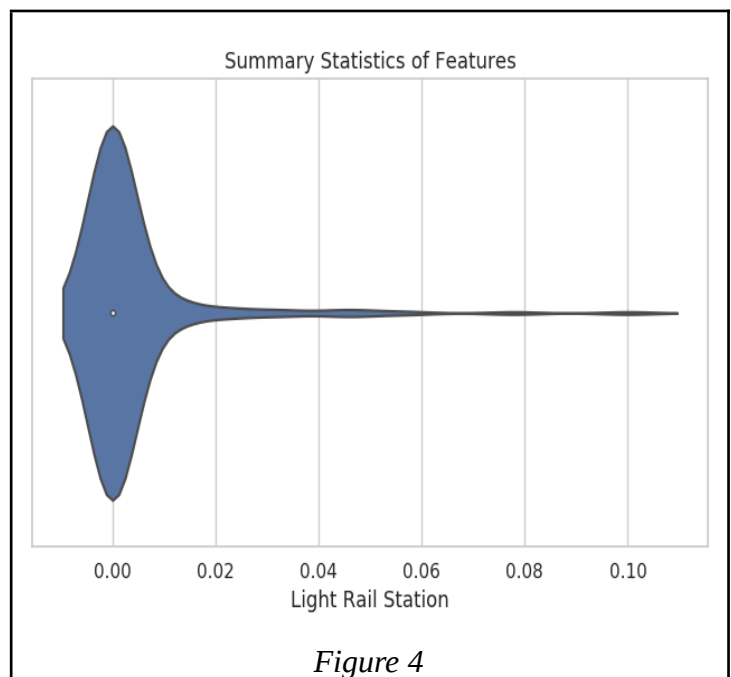


Table 2 below shows the top 5 venue categories for a few neighborhoods.

ID	Neighborhood	1 st Venue Category	2 nd Venue Category	3 rd Venue Category	4 th Venue Category	5 th Venue Category
1	Avenue of the Arts	Commercial 0.18868	Education 0.11321	Retail 0.11321	Govt Services 0.11321	Office 0.11236
2	Callowhill	Education 0.19608	Restaurants 0.13725	Commercial 0.11765	Fitness 0.07843	Retail 0.07843
3	Chinatown	Restaurants 0.23810	Retail 0.20635	Commercial 0.09524	Bars 0.06349	Transp. 0.06349
4	Elfreth's Alley	Commercial 0.20000	Art Gallery 0.18182	Retail 0.18000	Restaurants 0.10000	Residential 0.06818
5	French Quarter	Retail 0.37705	Restaurants 0.18033	Bars 0.08197	Commercial 0.08197	Womens' Store 0.07609
6	Logan Square	Art Museum 0.21429	Exhibit 0.17582	Restaurants 0.16667	Retail 0.16667	Theater 0.09524
7	Naval Square	Retail 0.21053	Restaurants 0.10526	Transp. 0.10526	Commercial 0.08772	Lodging 0.07018
...

Table 2

Figure 5 shows the summary statistics for the count of venue categories by neighborhood.

Number of Venue Categories per Neighborhood

```
count    164.000000
mean     70.621951
std      11.007126
min      27.000000
25%      66.000000
50%      72.000000
75%      78.000000
max      94.000000
```

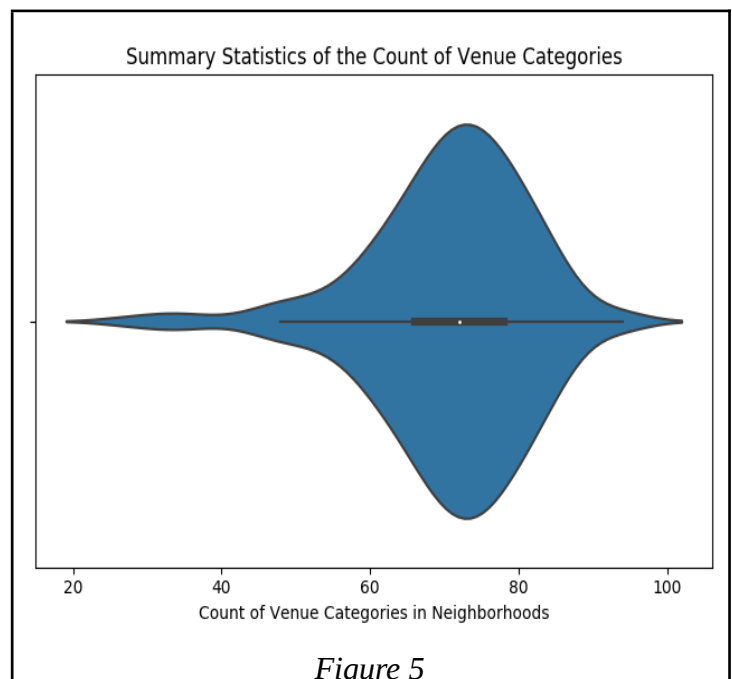
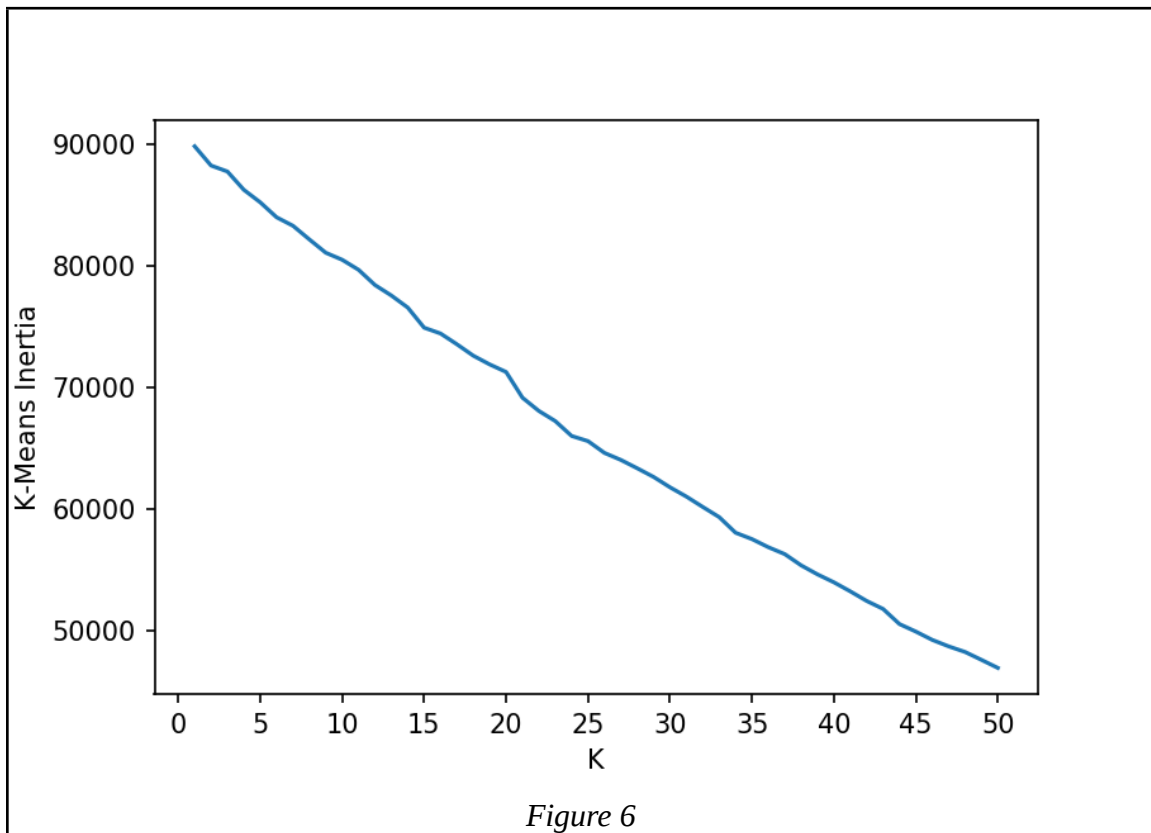


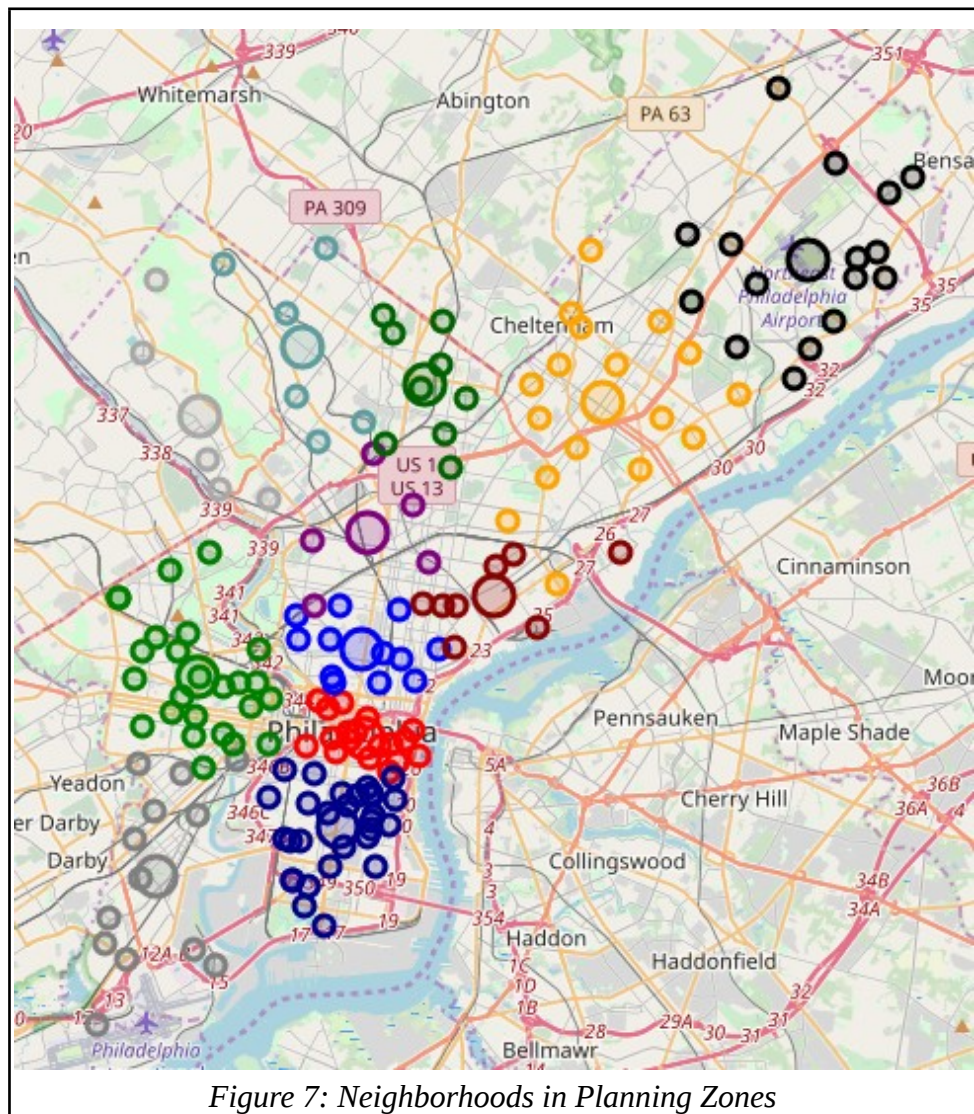
Figure 5

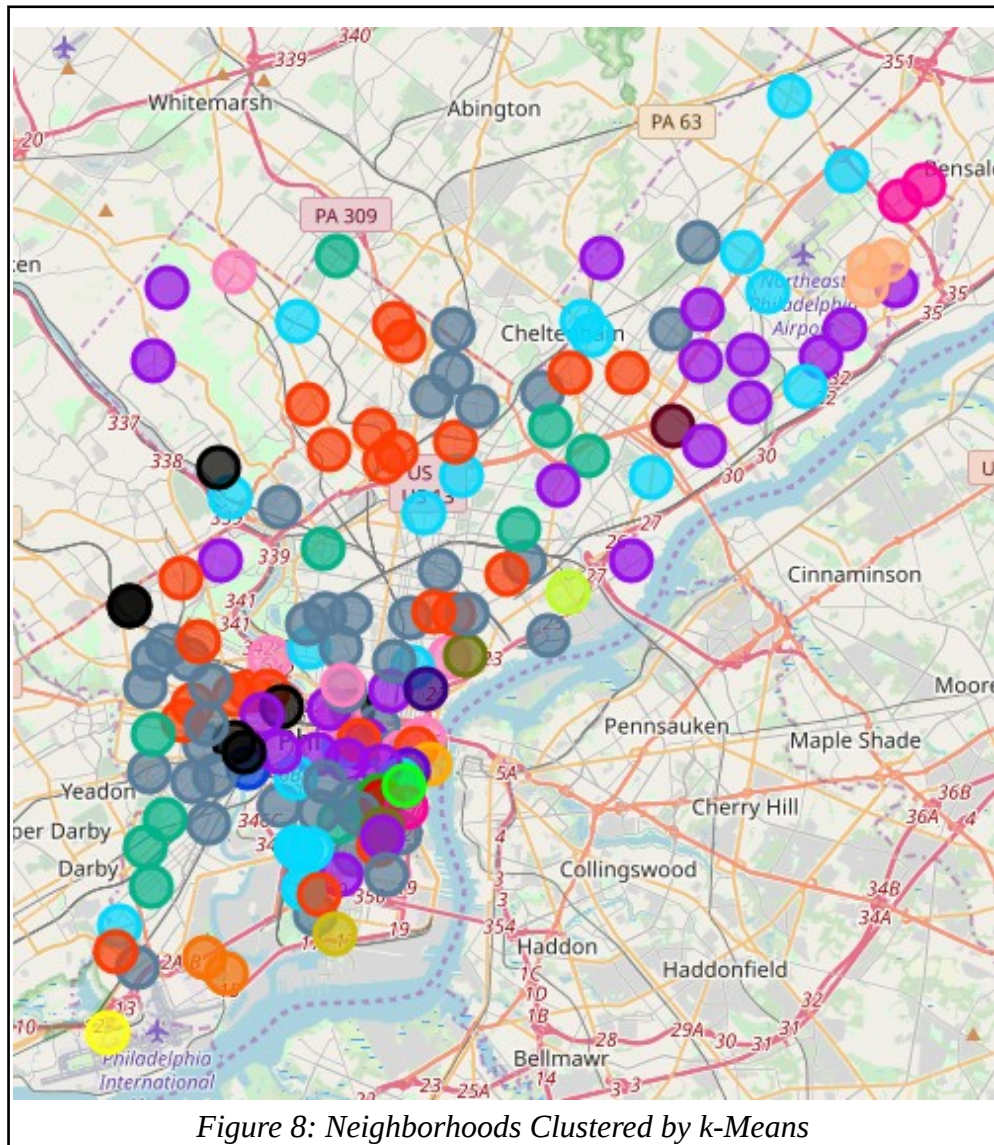
Clustering Model

K-means clustering was chosen to build the model. The features data set was scaled via a standard scaler, and a series of runs were performed to find a suitable k from 1 to 50. Figure 6 shows a plot of k-means inertia vs k. The plot does not show a strong elbow, but there is a weak elbow at k=22.



The two maps below are an illustration of the neighborhoods of Philadelphia grouped by color. Figure 7 shows a map of the neighborhoods color coded by planning zone. Same colored neighborhoods are in the same planning zone, or geographic area. Figure 8 shows the neighborhoods colored by cluster assigned by the k-means algorithm. Same colored neighborhoods fall in the same cluster. Therefore same colored neighborhoods show a similarity in the categories of venues that are present in the neighborhoods.





Three candidate business locations were selected in the Wilmington, Delaware area. The addresses were geocoded, and the results shown in table 3. The venues were extracted from the Foursquare API just as the Philadelphia neighborhoods were done. A sample of the feature data is given in table 4 below.

Philippine BBQ	1700 Kirkwood Hwy, Wilmington, DE	39.73832100000001	-75.606174
De La Coeur	1836 Lovering Ave, Wilmington, DE	39.76116855688834	-75.56098948961686
Wang's Market	276 E Main St, Newark, DE	39.68509499999999	-75.741687

Name	Vegetarian / Vegan Restaurant	Arts & Crafts Store	American Restaurant	Gym	Hotel	Post Office	Building	Non-Profit	Coffee Shop	Police Station	Office	...
Philippine BBQ	0.0000	0.0000	0.0108	0.0108	0.0000	0.0000	0.0215	0.0000	0.0000	0.0000	0.0323	...
De La Coeur	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0110	0.0000	0.0220	0.0000	0.0110	...
Wang's Market	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0213	...

Table 4: Candidate businesses and feature values

The cluster ids computed from the k-means model developed are given below in table 5, along with the list of neighborhoods in the cluster and the corresponding map color in figure 8.

Business	Cluster	Map Color	Similar Neighborhoods
Philippine BBQ	7	Violet	Northwood, Torresdale, Saunders Park, Roxborough, University City, Pennypack, Fox Chase, Crestmont Farms, Lexington Park, Holmesburg, Academy Gardens, Andorra, Bridesburg, Poplar, Tacony, Wynnefield Heights, Avenue of the Arts, Winchester Park, Marconi Plaza, Fidler Square, Naval Square, Wharton, Washington Square West, Rittenhouse Square, Museum District (25)
De La Coeur	17	Red orange	Oxford Circle, Old City, Lawndale, Greenwich 4th to 9th Streets, Penn Center, Mantua, Packer Park, Garden Court, Parkside, Wynnefield, Hedgerow, Haveford North, Nicetown-Tioga, Kensington, Dunlap, South Kensington, Germantown, Morton, Wister, Koreatown, Logan, Ogontz, West Oak Lane, West Kensington, Belmont Village (25)
Wang's Market	6	Neon blue	Hunting Park, Wissahickon, Ludlow, West Passyunk, Wilson Park, Brewerytown, Upper Holmesburg, Clearview, Mount Airy, Burholme, Feltonville, French Quarter, Somerton, Normandy, Bustleton, Ashton-Woodenbridge, South Street, Schuylkill, Ryers, Wissinoming, Girard Estate, Moyamensing, Lower Moyamensing (23)

Table 5: businesses fitted to suitable Philadelphia neighborhoods

Discussion

We set out to build a clustering model of the neighborhoods of Philadelphia using the Foursquare venue data. The data for each neighborhood included over 500 features, and represented venue categories and groups of venue categories. We built a k-means model of the neighborhoods, with $k=22$. We considered 3 locations outside of Philadelphia. Using the model, we found the cluster of neighborhoods in Philadelphia most similar to the outside locations. The model effectively narrowed any potential search by eliminating nearly 85% of the unsuitable neighborhoods.

Conclusion

This paper presents a method to recommend similar neighborhoods. The method is flexible and can be used by any location(s) supported by the Foursquare venue data. The clustering model is helpful, but as in the examples above, it left us with 25 or so possibilities to evaluate. Further refinement of the process may include a second model that would rank the possibilities according to similarity, e.g. cosine similarity. This has the potential to reduce the effort required to evaluate the possibilities by allowing the user to focus on the top 10 matches for example.

References

- [1] https://en.wikipedia.org/wiki/List_of_Philadelphia_neighborhoods
- [2] <https://geocoder.readthedocs.io/>
- [3] <https://geocoder.readthedocs.io/providers/ArcGIS.html>
- [4] <https://developer.foursquare.com/docs/api/venues/search>

Appendices

A. Planning Zones and Neighborhoods

ID	Planning Zone	Neighborhoods
1	Center City	Avenue of the Arts, Callowhill, Chinatown, Elfreth's Alley, French Quarter, Logan Square, Naval Square, Jewelers' Row, Market East, Old City, Museum District, Penn Center, Rittenhouse Square, Fitler Square, Penn's Landing, Society Hill, South Street, Washington Square West
2	South Philadelphia	Bella Vista, Central South Philadelphia, Devil's Pocket, Dickinson Square West, East Passyunk Crossing, Franklin Delano Roosevelt Park, Girard Estate, 7th and Dudley Streets, Grays Ferry, Hawthorne, Italian Market 9th Street, Little Saigon, Lower Moyamensing, Marconi Plaza, Moyamensing, Newbold Heights, Packer Park, Passyunk Square, Pennsport, Point Breeze, Queen Village, Schuylkill, South Philadelphia Sports Complex, Tasker, Wharton, Whitman, Wilson Park, West Passyunk, Southwark, Graduate Hospital
3	Southwest Philadelphia	Angora, Bartram Village, Clearview, Kingsessing, Eastwick, Elmwood Park, Hedgerow, Mount Moriah, Paschall, Philadelphia International Airport, Penrose, Southwest Schuylkill, Hog Island
4	West Philadelphia	Belmont Village, Carroll Park, Cathedral Park, Cedar Park, Centennial District, Dunlap, Garden Court, Haddington, Haverford North, Mantua, Mill Creek, Overbrook, Overbrook Park, Overbrook Farms, Parkside, Powelton Village, Saunders Park, Spruce Hill, Squirrel Hill, University City, Walnut Hill, Woodland Terrace, Wynnefield Heights, Cobbs Creek, Wynnefield
5	Lower North Philadelphia	Brewerytown, Cecil B. Moore, Hartranft, Ludlow, Poplar, Sharswood, Spring Garden, Stanton, Strawberry Mansion, Yorktown, Fairmont, Northern Liberties
6	Upper North Philadelphia	Allegheny West, Fairhill, Glenwood, Hunting Park, Nicetown-Tioga
7	Bridesburg, Kensington, Port Richmond	Bridesburg, Fishtown, Kensington, South Kensington, East Kensington, West Kensington, Port Richmond
8	Roxborough, Manayunk	Andorra, East Falls, Wissahickon, Roxborough, Manayunk
9	Germantown, Chestnut Hill	Chestnut Hill, Mount Airy, Germantown, Morton, Wister, Cedarbrook
10	Olney, Oak Lane	East Oak Lane, Feltonville, Fern Rock, Koreatown, Logan, Melrose Park, Ogontz, Olney, West Oak Lane
11	Near Northeast Philadelphia	Burlholme, Castor Garden, Crescentville, Fox Chase, Holmesburg, Juniata, Lawncrest, Lawndale, Lexington Park, Mayfair, Northwood, Oxford Circle, Rhawnhurst, Ryders, Tacony, Wissinoming
12	Far Northeast Philadelphia	Academy Gardens, Ashton-Woodenbridge, Bustleton, Byberry, Crestmont Farms, Krewstown, Millbrook, Modena Park, Morrell Park, Normandy, Parkwood, Pennypack, Somerton, Torresdale, Upper Holmesburg, Winchester Park

B. Venue Categories

ATM	Baggage Claim	Burger Joint	College Administrative Building
Accessories Store	Bakery	Burrito Place	College Arts Building
Acupuncturist	Ballroom	Bus Line	College Auditorium
Adult Boutique	Bank	Bus Station	College Baseball Diamond
Advertising Agency	Bar	Bus Stop	College Basketball Court
African Restaurant	Baseball Field	Business Center	College Bookstore
Airport	Baseball Stadium	Business Service	College Cafeteria
Airport Gate	Basketball Court	Butcher	College Classroom
Airport Lounge	Basketball Stadium	Cable Car	College Communications Building
Airport Service	Beach	Cafeteria	College Cricket Pitch
Airport Terminal	Beach Bar	Café	College Football Field
Alternative Healer	Bed & Breakfast	Cajun / Creole Restaurant	College Gym
American Restaurant	Beer Bar	Cambodian Restaurant	College Hockey Rink
Amphitheater	Beer Garden	Camera Store	College Lab
Animal Shelter	Beer Store	Campaign Office	College Library
Antique Shop	Big Box Store	Campground	College Quad
Arcade	Bike Rental / Bike Share	Candy Store	College Rec Center
Arepa Restaurant	Bike Shop	Capitol Building	College Residence Hall
Argentinian Restaurant	Bike Trail	Car Wash	College Science Building
Art Gallery	Bistro	Caribbean Restaurant	College Soccer Field
Art Museum	Board Shop	Casino	College Stadium
Art Studio	Boat or Ferry	Caucasian Restaurant	College Technology Building
Arts & Crafts Store	Bookstore	Cemetery	College Tennis Court
Arts & Entertainment	Border Crossing	Check Cashing Service	College Theater
Asian Restaurant	Botanical Garden	Cheese Shop	College Track
Assisted Living	Boutique	Chinese Restaurant	Comedy Club
Athletics & Sports	Bowling Alley	Chiropractor	Comfort Food Restaurant
Auditorium	Brazilian Restaurant	Chocolate Shop	Community Center
Auto Dealership	Breakfast Spot	Church	Community College
Auto Garage	Brewery	City Hall	Concert Hall
Auto Workshop	Bridal Shop	Clothing Store	Conference Room
Automotive Shop	Bridge	Club House	Construction & Landscaping
BBQ Joint	Bubble Tea Shop	Cocktail Bar	Convenience Store

Appendix B. Venue Categories (continued)

Baby Store	Buddhist Temple	Coffee Shop	Convention Center
Bagel Shop	Building	College Academic Building	Corporate Cafeteria
Cosmetics Shop	English Restaurant	Funeral Home	Home Service
Courthouse	Entertainment Service	Furniture / Home Store	Hookah Bar
Coworking Space	Ethiopian Restaurant	Gaming Cafe	Hospital
Credit Union	Event Service	Garden	Hospital Ward
Creperie	Event Space	Garden Center	Hostel
Cuban Restaurant	Exhibit	Gas Station	Hot Dog Joint
Cultural Center	Eye Doctor	Gastropub	Hot Spring
Cupcake Shop	Fabric Shop	Gay Bar	Hotel
Currency Exchange	Factory	General College & University	Hotel Bar
Dance Studio	Fair	General Entertainment	Hotel Pool
Daycare	Falafel Restaurant	General Travel	Housing Development
Deli / Bodega	Farm	German Restaurant	Hunan Restaurant
Dentist's Office	Farmers Market	Gift Shop	IT Services
Department Store	Fast Food Restaurant	Gluten-free Restaurant	Ice Cream Shop
Design Studio	Field	Golf Course	Indian Restaurant
Dessert Shop	Filipino Restaurant	Gourmet Shop	Indie Movie Theater
Diner	Financial or Legal Service	Government Building	Indie Theater
Discount Store	Fire Station	Greek Restaurant	Indonesian Restaurant
Distillery	Fish & Chips Shop	Grocery Store	Indoor Play Area
Distribution Center	Fishing Store	Gun Range	Insurance Office
Dive Bar	Flea Market	Gym	Internet Cafe
Dive Shop	Flower Shop	Gym / Fitness Center	Intersection
Doctor's Office	Food	Halal Restaurant	Irish Pub
Dog Run	Food & Drink Shop	Harbor / Marina	Island
Donut Shop	Food Court	Hardware Store	Italian Restaurant
Driving School	Food Stand	Hawaiian Restaurant	Japanese Restaurant
Drugstore	Food Truck	Health & Beauty Service	Jazz Club
Dry Cleaner	Football Stadium	Health Food Store	Jewelry Store
Duty-free Shop	Fountain	Herbs & Spices Store	Jewish Restaurant
Eastern European Restaurant	Frame Store	High School	Juice Bar
Egyptian Restaurant	Fraternity House	Historic Site	Karaoke Bar

Appendix B. Venue Categories (continued)

Electronics Store	French Restaurant	History Museum	Kids Store
Elementary School	Fried Chicken Joint	Hobby Shop	Kingdom Hall
Emergency Room	Frozen Yogurt Shop	Hockey Arena	Korean Restaurant
Empanada Restaurant	Fruit & Vegetable Store	Hockey Rink	Lake
Latin American Restaurant	Miscellaneous Shop	Other Repair Shop	Prayer Room
Laundromat	Mobile Phone Shop	Outdoor Gym	Preschool
Laundry Service	Molecular Gastronomy Restaurant	Outdoor Sculpture	Print Shop
Law School	Monastery	Outdoor Supply Store	Private School
Lawyer	Mongolian Restaurant	Outdoors & Recreation	Professional & Other Places
Lebanese Restaurant	Monument / Landmark	Palace	Pub
Library	Mosque	Paper / Office Supplies Store	Public Art
Light Rail Station	Motel	Park	Public Bathroom
Lighthouse	Motorcycle Shop	Parking	Racetrack
Lighting Store	Motorsports Shop	Pawn Shop	Radio Station
Lingerie Store	Mountain	Pedestrian Plaza	Real Estate Office
Liquor Store	Movie Theater	Performing Arts Venue	Record Shop
Locksmith	Moving Target	Peruvian Restaurant	Recording Studio
Lounge	Multiplex	Pet Café	Recreation Center
Luggage Store	Museum	Pet Service	Recycling Facility
Mac & Cheese Joint	Music School	Pet Store	Rehab Center
Marijuana Dispensary	Music Store	Pharmacy	Rental Car Location
Market	Music Venue	Photography Lab	Rental Service
Martial Arts Dojo	Nail Salon	Photography Studio	Residential Building (Apartment / Condo)
Massage Studio	National Park	Physical Therapist	Resort
Maternity Clinic	New American Restaurant	Piano Bar	Rest Area
Mattress Store	Newsstand	Pilates Studio	Restaurant
Medical Center	Night Market	Pizza Place	River
Medical Lab	Nightclub	Planetarium	Rock Club
Medical School	Nightlife Spot	Platform	Roller Rink
Mediterranean Restaurant	Non-Profit	Playground	Roof Deck
Meeting Room	Noodle House	Plaza	Rugby Pitch
Memorial Site	Notary	Poke Place	Russian Restaurant
Men's Store	Nursery School	Police Station	Sake Bar

Appendix B. Venue Categories (continued)

Mental Health Office	Office	Polish Restaurant	Salad Place
Metro Station	Opera House	Pool	Salon / Barbershop
Mexican Restaurant	Optical Shop	Pool Hall	Salsa Club
Middle Eastern Restaurant	Organic Grocery	Pop-Up Shop	Salvadoran Restaurant
Middle School	Other Great Outdoors	Portuguese Restaurant	Sandwich Place
Military Base	Other Nightlife	Post Office	Sausage Shop
Scenic Lookout	Spa	Tea Room	Vegetarian / Vegan Restaurant
School	Spanish Restaurant	Tech Startup	Veterinarian
Science Museum	Speakeasy	Temple	Video Game Store
Sculpture Garden	Spiritual Center	Tennis Court	Video Store
Seafood Restaurant	Sporting Goods Shop	Thai Restaurant	Vietnamese Restaurant
Shipping Store	Sports Bar	Theater	Vineyard
Shoe Repair	Sports Club	Theme Park	Volleyball Court
Shoe Store	Stables	Theme Park Ride / Attraction	Voting Booth
Shop & Service	Stadium	Thrift / Vintage Store	Warehouse
Shopping Mall	Steakhouse	Tour Provider	Warehouse Store
Shopping Plaza	Storage Facility	Tourist Information Center	Waste Facility
Shrine	Street Art	Toy / Game Store	Watch Shop
Skate Park	Strip Club	Track	Water Park
Skating Rink	Student Center	Trade School	Waterfront
Ski Area	Summer Camp	Trail	Wedding Hall
Ski Lodge	Supermarket	Trailer Park	Weight Loss Center
Ski Trail	Supplement Shop	Train Station	Wine Bar
Smoke Shop	Surf Spot	Transportation Service	Wine Shop
Smoothie Shop	Sushi Restaurant	Travel & Transport	Winery
Snack Place	Swiss Restaurant	Travel Agency	Wings Joint
Soccer Field	Synagogue	Travel Lounge	Women's Store
Social Club	TV Station	Tunnel	Yoga Studio
Sorority House	Taco Place	Turkish Restaurant	Zoo
Soup Place	Tailor Shop	Ukrainian Restaurant	Zoo Exhibit
South American Restaurant	Tanning Salon	University	
Southern / Soul Food Restaurant	Tapas Restaurant	Urgent Care Center	
Souvenir Shop	Tattoo Parlor	Vacation Rental	

C. Venue Category Groups

ATM/Banks	Beer/Wine/Liquor	Lodging & Travel	Restaurants
Animals & Pets	Commercial	Media Outlet	Retail
Art & Museum	Education	Medical Care	Sports Venue
Auto	Fitness & Well Being	Outdoors	Theaters & Music Halls
Bars	Government Services	Parks	Transportation
Beauty	Houses of Worship	Residential	