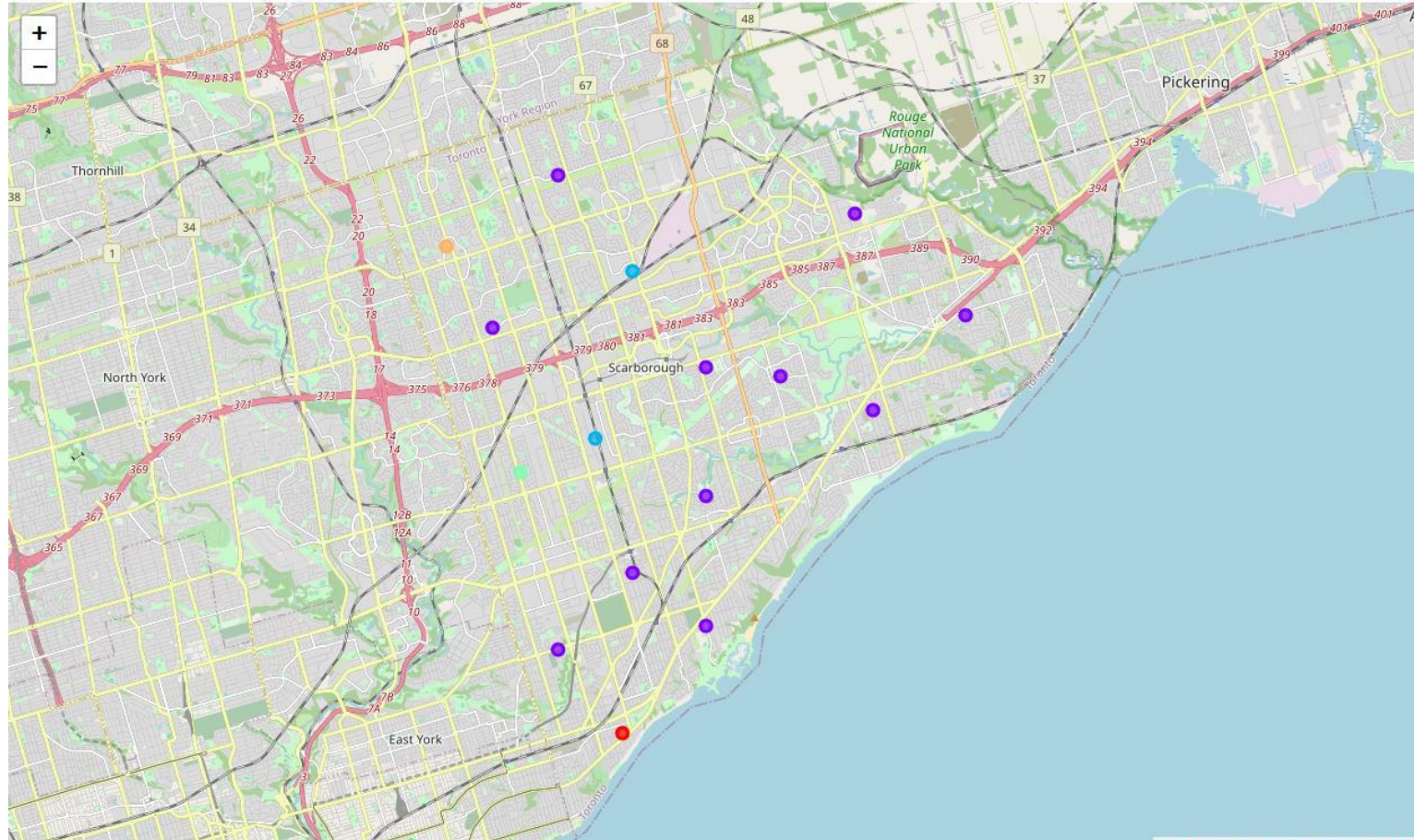# Problem Statement

- Identify the similarities between neighborhoods and group them so as to provide an easier insight for a company to setup their brand new headquarters.

Objective

- Obtain neighborhood data from Wikipedia
- Obtain popular venues around each neighbourhood using Foursquare API
- Obtain similarities between neighbourhood that will help narrow down selection choice for the company

Scarborough Neighborhood after clustering

Insights

- Scarborough has a total of 17 districts/neighborhoods and 56 different categories of venues

- Most common venues are Coffee Shops, Different cuisines of restaurants and shopping malls.

Conclusion

- Scarborough has a wide range of neighborhoods offering varieties.
- Cluster 2 with 15 neighborhoods would be the optimal choice both in terms of company setup and employee likeability.