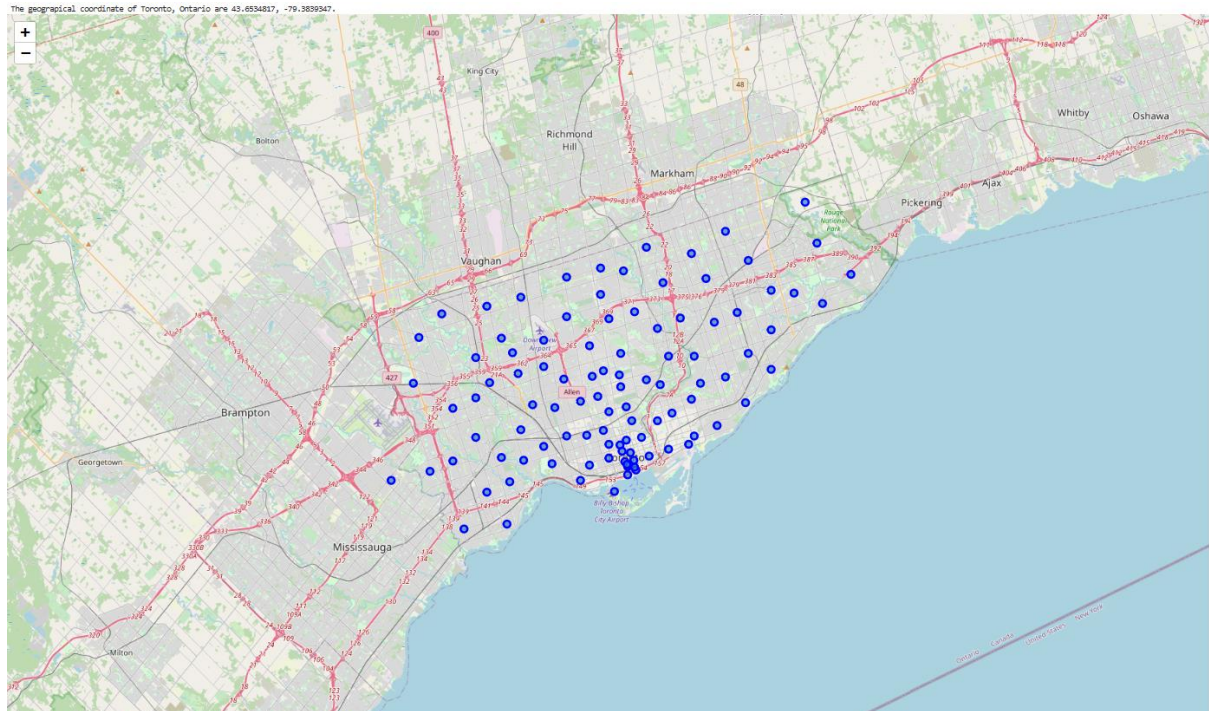


Battle of the Neighbourhoods

Introduction

This project will analyse neighbourhood in Toronto, Canada for a start-up company, that just scored big in its Series A funding, is looking to move its headquarters to either Toronto or New York City. The company wants insight into the neighbourhoods and the available avenues nearby prime locations that fill help in exponential growth of the company and at the same time enable a positive work life balance for its employees.

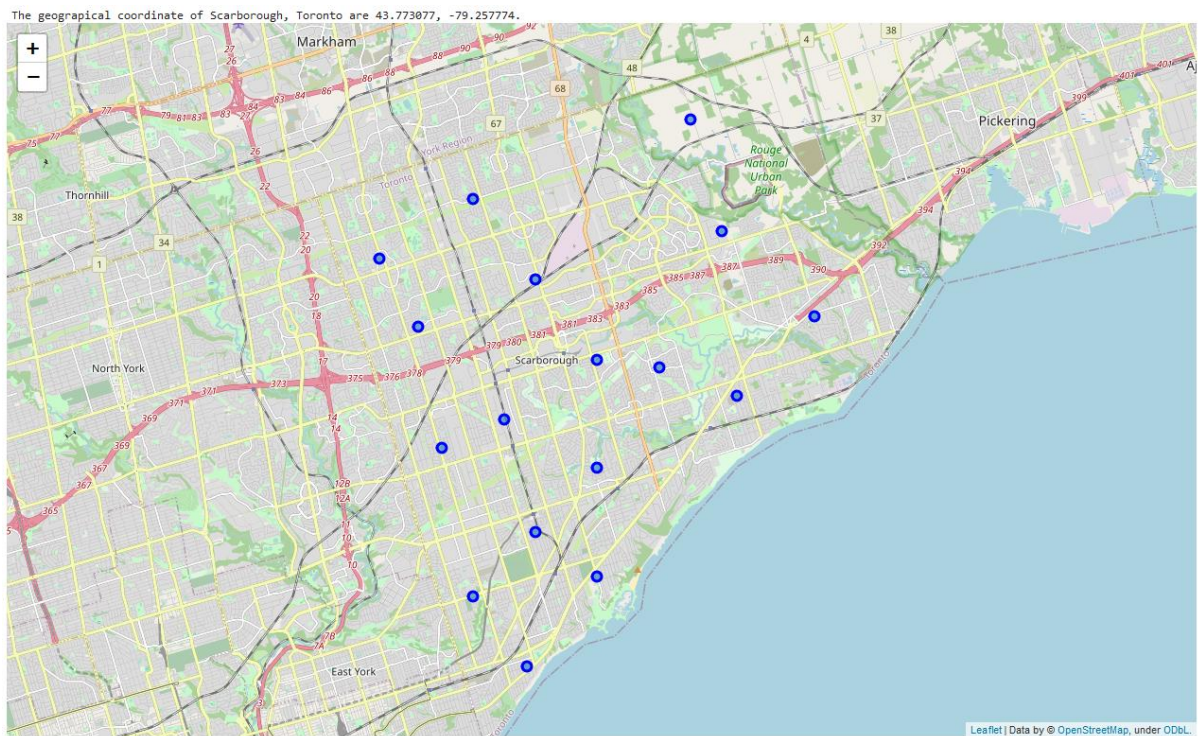


Data

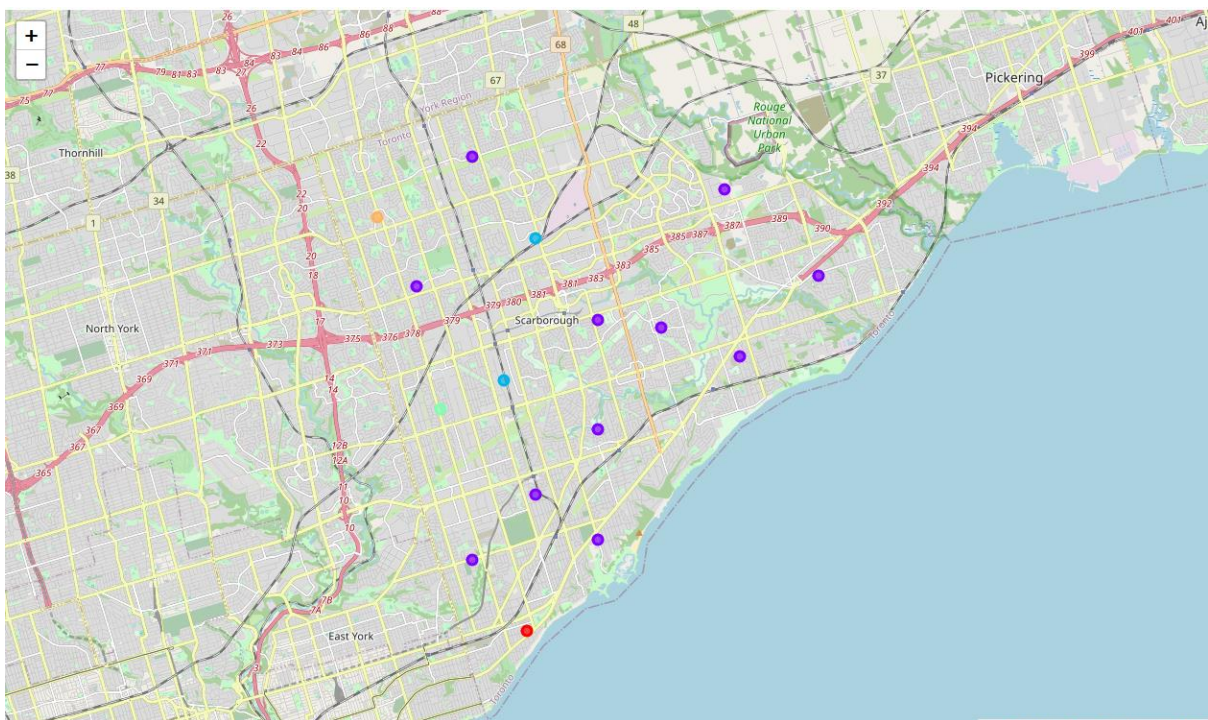
The data used for this project was acquired from the [Post Codes Wikipedia website page](#). The datasets consist of postal codes and neighbourhood names. The latitude and longitude was obtained for each neighbourhood using [this](#) file. Foursquare API search feature will be used to collect neighbourhood venue information. Details about local venues and locality would provide insight into the qualities of a neighbourhood.

Results

Due to the number of neighbourhoods available I selected Scarborough for further analysis.



Using k means clustering, I've broken down Scarborough into 5 clusters.



Cluster	Number of Neighbourhoods	Common Areas	Purpose
1	1	General Entertainment, Skating Rink, Café, College Stadium, Vietnamese Restaurant, Clothing Store, Gas Station, Fried Chicken Joint, Fast Food Restaurant, Electronics Store	General Purpose. Great area for commercial shopping and eating out.
2	15	Fast Food Restaurant, Vietnamese Restaurant, Thai Restaurant, Grocery Store, General Entertainment, Gas Station, Fried Chicken Joint, Electronics Store, Discount Store, Department Store	Variety range of eating out options and everyday shopping
3	2	Vietnamese Restaurant, Gas Station, Fried Chicken Joint	Limited options.
4	1	Accessories Store, Middle Eastern Restaurant, Smoke Shop, Shopping Mall, Sandwich Place, Auto Garage, Bakery, Breakfast Spot, Discount Store, Construction & Landscaping	Exotic Restaurants, and more industrial area
5	1	Chinese Restaurant, Fast Food Restaurant, Breakfast Spot, Electronics Store, Sandwich Place, Bank, Grocery Store, Coffee Shop, Pizza Place, Pharmacy	Limited options for cuisine. More day to day lifestyle options available.

Conclusion

In conclusion, based on the analysis, I would suggest choosing Cluster 2 or 4. Due to the range of cuisine and shopping available in Cluster 2, the cost of initial setup might be higher but the long term benefits of prime location outweighs the other options.