
BATTLE OF THE NEIGHBORHOODS

New York City vs. Toronto



BUSINESS PROBLEM TO SOLVE

- Explore information of New York City and the city of Toronto; segmented and clustered their neighborhoods.
- Choose a city of my own choice to open a restaurant.
- In this project, I narrow down the goal to open a Chinese restaurant of a chosen city.

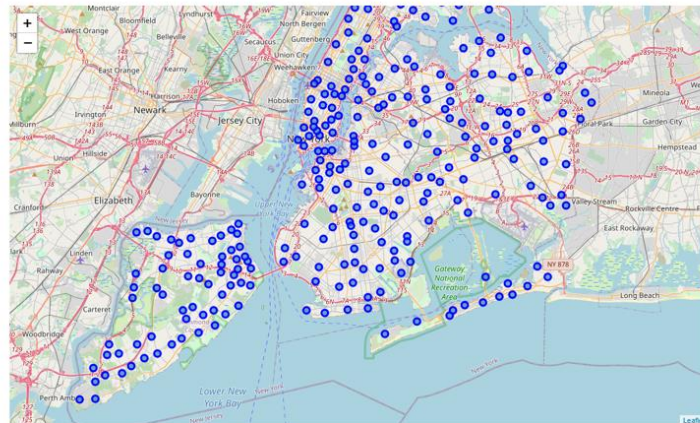


OBJECTIVE

- Collect neighborhoods information using Foursquare
- Using k-means clustering algorithm to form clusters of the neighborhoods
- Identify the similarities and differences between neighborhoods of New York City vs. City of Toronto
- Make a decision for the better location to open a Chinese restaurant



MAP OF NEW YORK CITY



COMPARISON BETWEEN NEIGHBORHOODS

- Toronto has 103 unique neighborhoods.
- The most common venues in Toronto are Breakfast spot, pizza place, coffee shop, sandwich place and café.
- New York City has 306 unique neighborhoods.
- The most common venues in New York City are more diverse. I have clustered the neighborhood of Queens into 5 clusters:
 - Cluster 0: pizza place, deli, beach, hotel, etc.
 - Cluster 1: Deli
 - Cluster 2: Clothing store, restaurant, donut shop
 - Cluster 3: Gym
 - Cluster 4: Bakery, restaurant, park, bar, etc.



CONCLUSION

- Based on the quantity and diversity of venues, New York City, especially the Queens neighborhood, is a better choice than Toronto to open a new Chinese restaurant. New York City has less restaurants to compete against, and there are more diverse venues such as gym, park, beach to attract more visitors/tourists, who might pay a visit to the new Chinese restaurant.

