**The Battle of Neighborhoods – New York and Toronto**

**Introduction:**

New York City (NYC) is the most populous city in the United States. With an estimated 2018 population of 8.4 million distributed over a land area of about 302.6 square miles (784 km2), New York is also the most densely populated major city in the United States. Located at the southern tip of the state of New York, the city is the center of the New York metropolitan area, the largest metropolitan area in the world by urban landmass and one of the world's most populous megacities.

Toronto is the provincial capital of Ontario and the most populous city in Canada, with a population of 2.7 million in 2016. Toronto is an international center of business, finance, arts, and culture, and is recognized as one of the most multicultural and cosmopolitan cities in the world.

**Business Problem:**

Food and bar scenes in both the cities are very prominent with several restaurants and bars popping up every year. Sadly, not all the business could cope with the high rent and competition in both the cities. However, if the business is started in the right neighborhood, they are sure to see success (remember shake shack?).

A young entrepreneur landed in the east coast of Northern America with a dream of opening his own restaurant in one of these two cities. Before he invests his big bucks in one of the cities, he wanted to thoroughly analyze the neighborhood and competition in both the cities. Using our data analysis skills, we will help me find the most suitable neighborhood in both the cities.

**Data required and processing:**

Neighborhood data for Toronto and New York are already available. We will be using geocoder for the coordinates of the neighborhood and with the help of Foursquare, we will obtain the venue data in each neighborhood of both the cities.