

Introduction

Malaysia is a country in Southeast Asia, where it is one of the multi-ethnic and multi-cultural countries that being an interest for a huge population. Since independence, Malaysian GDP has grown at an average of 6.5% per annum for almost 50 years. In addition, Kuala Lumpur and Johor Bahru are the two major cities, and both of them become a center of attention for several reasons e.g. education, tourism, job employment, residential, and shopping. Hence, it became a favorable choice globally for the following:

- **Kuala Lumpur**, officially the **Federal Territory of Kuala Lumpur** or commonly known as **KL**, is the national capital and largest city in Malaysia. As the global city of Malaysia, it covers an area of 243 km²(94 sq mi) and has an estimated population of 1.73 million as of 2016. Greater Kuala Lumpur, also known as the Klang Valley, is an urban agglomeration of 7.25 million people as of 2017. It is among the fastest growing metropolitan regions in Southeast Asia, in both population and economic development. (source: https://en.wikipedia.org/wiki/Kuala_Lumpur)

- **Johor Bahru**, formerly known as **Tanjung Puteri** or **Iskandar Puteri**, is the capital of the state of Johor, Malaysia. It is situated along the Straits of Johor at the southern end of Peninsular Malaysia. Johor Bahru has a population of 497,097, while its metropolitan area, with a population of 1,638,219, is the third largest in the country. (source: https://en.wikipedia.org/wiki/Johor_Bahru)

Business Problem

Since the two cities Kuala Lumpur and Johor Bahru are the top choice for a wide range of people around the world, then I would like to develop a study that facilitate the way forward for selecting the area of interest among these cities for the tourists. Moreover, we will be using Foursquare location data in order to classify and segment the areas of these cities using the prioritizing list provided by Foursquare. Also, we will be spotting the light on the similarities and differences in between both of cities, and defining each area based on its cluster e.g. education, residential, and shopping. This project would help the stakeholders take a better decision on choosing the best neighborhood through identifying the better place to settle.

