

# Toronto and New York Cultural Hot Spots

A large, solid dark blue shape that starts from the bottom left corner and extends diagonally upwards towards the right, covering the lower half of the slide.

# Target Audience

- Generally, knowing higher valued or competitive locations is advantageous to new business owners or expanding experienced owners.
- Potential homeowners with a interest in arts, museums or multicultural dining.

# Data Acquisition

- New York City data containing the neighborhoods and boroughs, latitudes, and longitudes will be obtained from the data source: [https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset)
- Toronto data will be scrapped from canada's postal code wiki:  
[https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada:\\_M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
- Venue data from both cities are created by using the foursquare developer API
- Any obvious non-cultural venue category were dropped.

# New York has substantially more cultural venues than Toronto

## Toronto

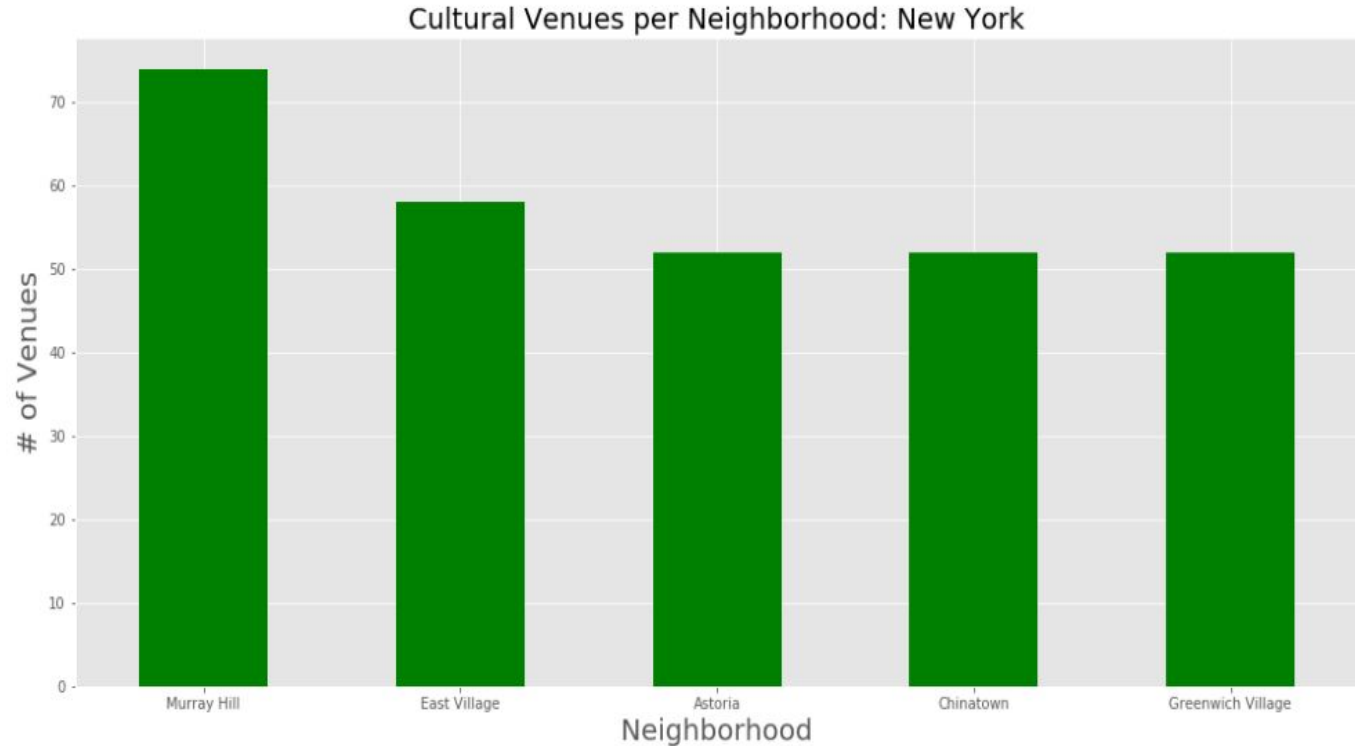
count	509
unique	65
top	Restaurant
freq	54

## New York

count	3213
unique	124
top	Italian Restaurant
freq	321

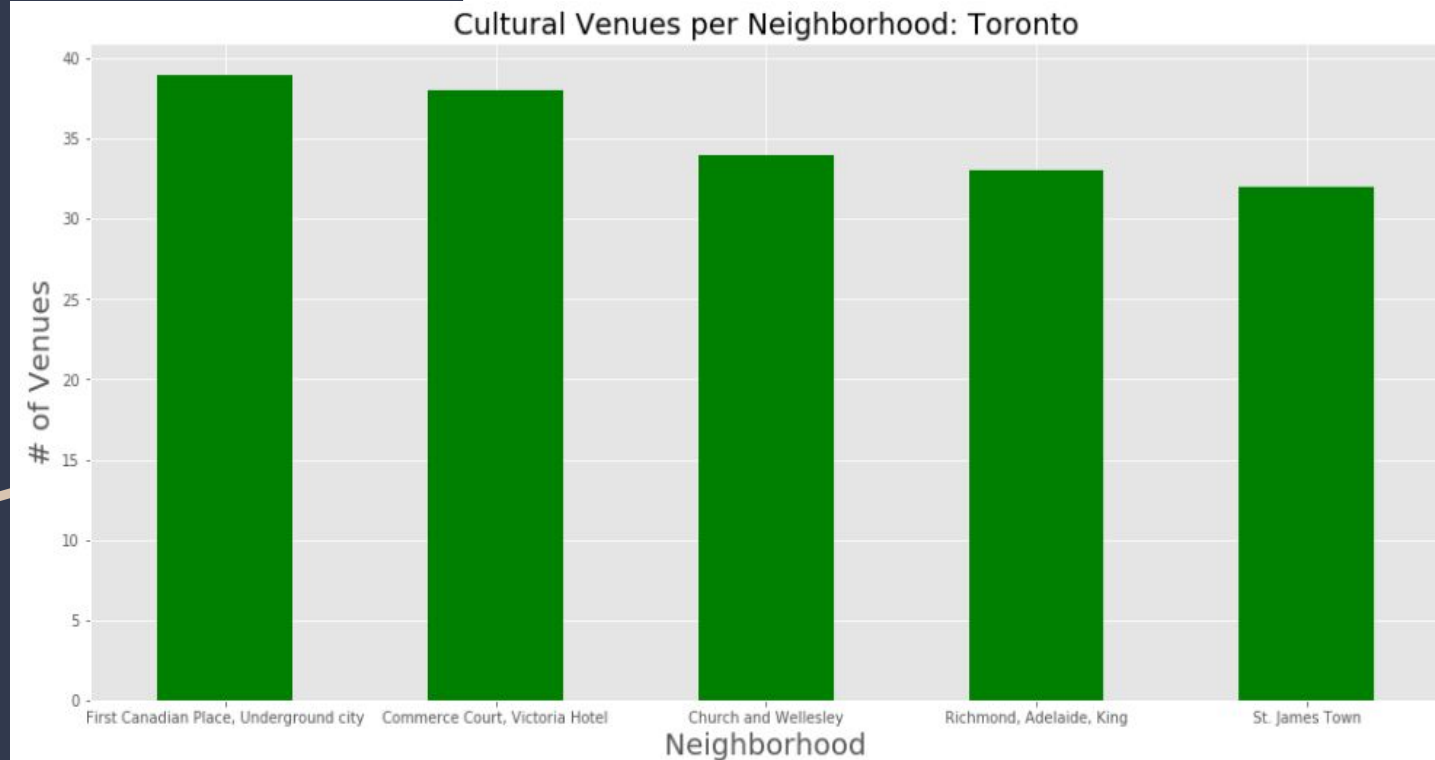
# The imbalance is noticeable in the top ranking neighborhoods

- Over 3000 cultural venues but the highest neighborhood has just over 70. Insinuating the cultural venues are spread out.



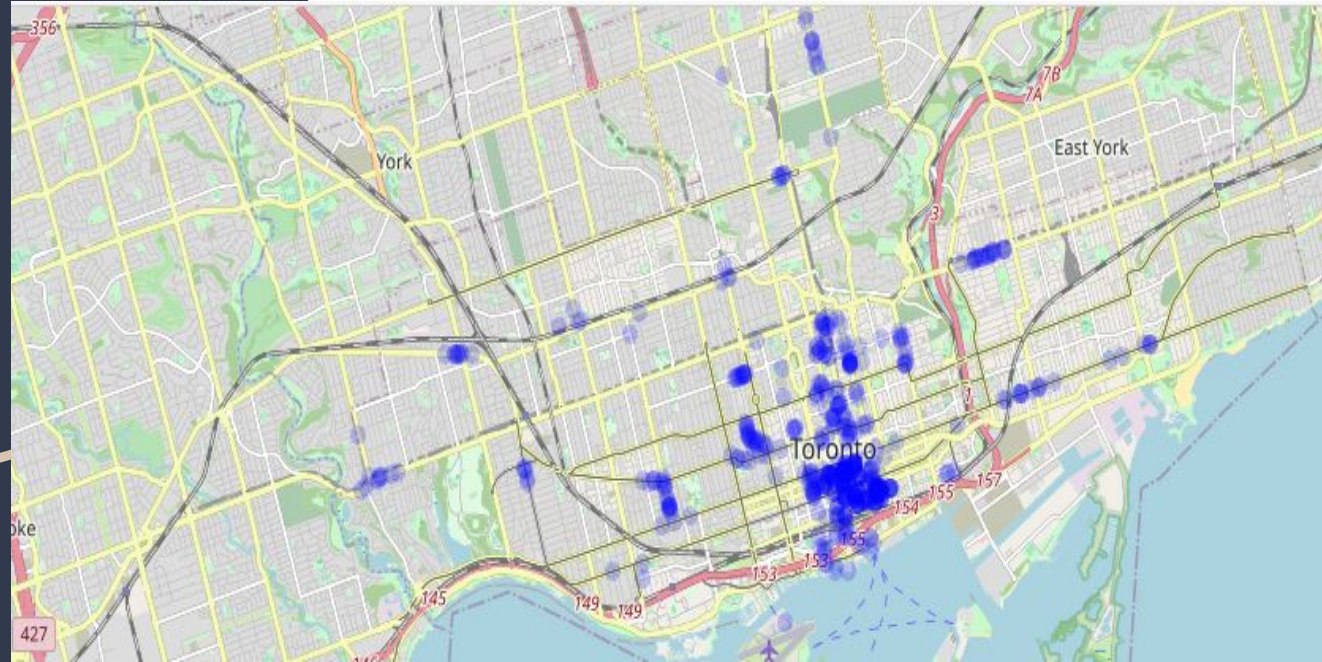
# Toronto's cultural venues are more concentrated

- Toronto has a 1/6th of NY's cultural venues but is still comparable to top 20% of NY's neighborhood.



# Toronto's hot spots

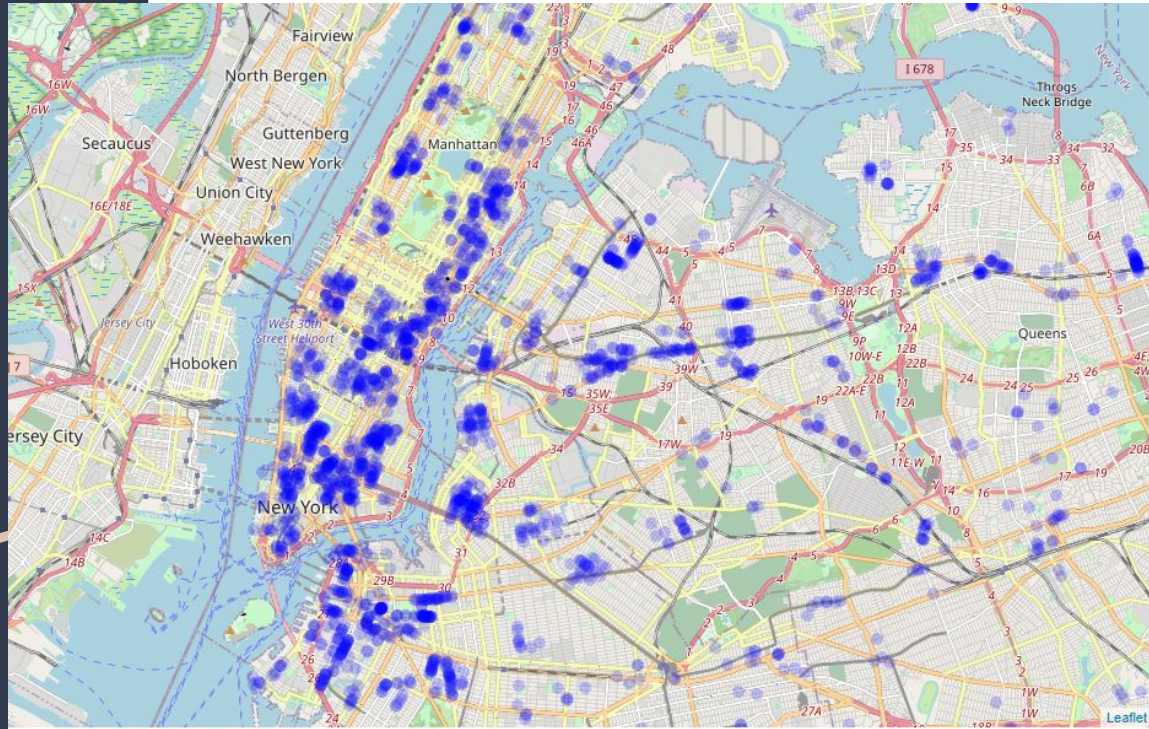
- The centralization is shown by the dark shades of blue. With a few outliers you can see that cultural hotspots are at the center of Toronto.





# New York's hot spots

- Cultural hotspot of NY while are plenty in Manhattan, there are noticeable groupings towards the Bronx, Queens, and Parkville.





# Conclusion

- The amount of culture in New York is substantial and can be found spread throughout New York
- Toronto cultural venues are centralized in the middle of Toronto.
- Moving to New York would give you more diversity in venues. While Toronto has more opportunities for business and less saturation.