Project Description & Background:

In Module 3, we explored New York City and the city of Toronto, segmented, and clustered their neighborhoods. Both cities are very diverse and are the financial capitals of their respective countries. We will be comparing the neighborhoods of the two cities and determine how similar or dissimilar they are.

Todays is the age of internet, the information is so easily available online that its quite convenient to extend your business in any other city around the world. It makes it easier if the targeted city is geographically not far away and it is easy for the owners to travel between the cities. Only thing left is to explore both places and do a quick comparison between the two cities to find out the best places in the city to target at

Data Description:

For our analysis, we shall be using following data:

- Foursquare location data – I will be collecting information around the place such as hotels, Coffee shops, parks, Cinemas, offices, Museums, Restaurants etc.
- Lab work done for Toronto & New York City – Will us clustering to segment the neighborhood with similar objects based on each neighborhood data. This will help to locate the relevant areas and hubs, and then we can judge the similarity or dissimilarity between two cities.

Methodology:

We will select two cities Borough to explore their neighborhoods. The data exploration, analysis and visualization for both boroughs are done in the same way but separately.

Analysis:

In Toronto City, We will take "Downtown Toronto" Borough from our dataframe, which we created in earlier exercises. For data verification and further exploration, we use Foursquare API to get the coordinates of Downtown Toronto and explore its neighborhoods. The neighborhoods are further characterized as venues and venue categories. For Manhattan, we used a saved data file, which is already explored through foursquare API in which we have extracted all the boroughs of New York and then sorted against the concerned borough. Then we explored the Manhattan neighborhoods as venues and venue categories

Results:

After clustering the data of the both Downtown Toronto & Manhattan neighborhoods, both cities have similarities in terms of high number of residential area and common places like cinemas, food places. As far as concern to dissimilarity, downtown Toronto has less numbers of parks.

Observations & Recommendations:

Airport facility, Harbor, Sculpture garden and Boat or ferry services are also available in Downtown Toronto while venues like Nightlife, Climbing gym and Museums are present in Manhattan. From business point of view, recommendation is to have restaurant kind of business in downtown Toronto

Conclusion:

The downtown Toronto and Manhattan neighborhoods have more like similar venues. As we know that every place is unique in its own way, so that is argument is present in both neighborhoods. The dissimilarity exists in terms of some different venues and facilities but not on a larger extent