

# The Battle of the Neighborhoods

Coursera Capstone Project

# Problem

- Which city is recommended for investors to open a restaurant?
- New York or Toronto?
- How to differentiate these two cities?
- Select one based on its venues.

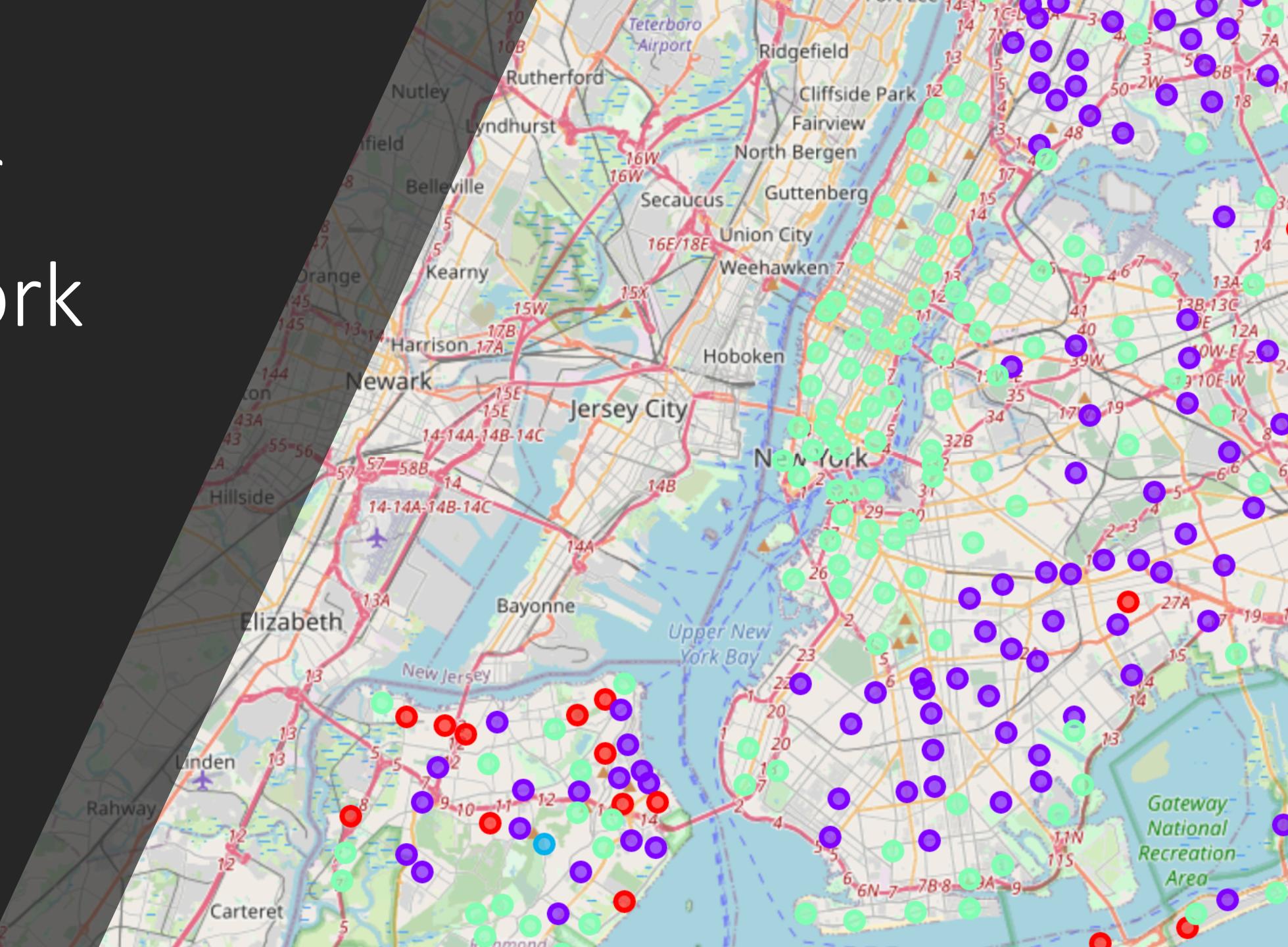


# Objective

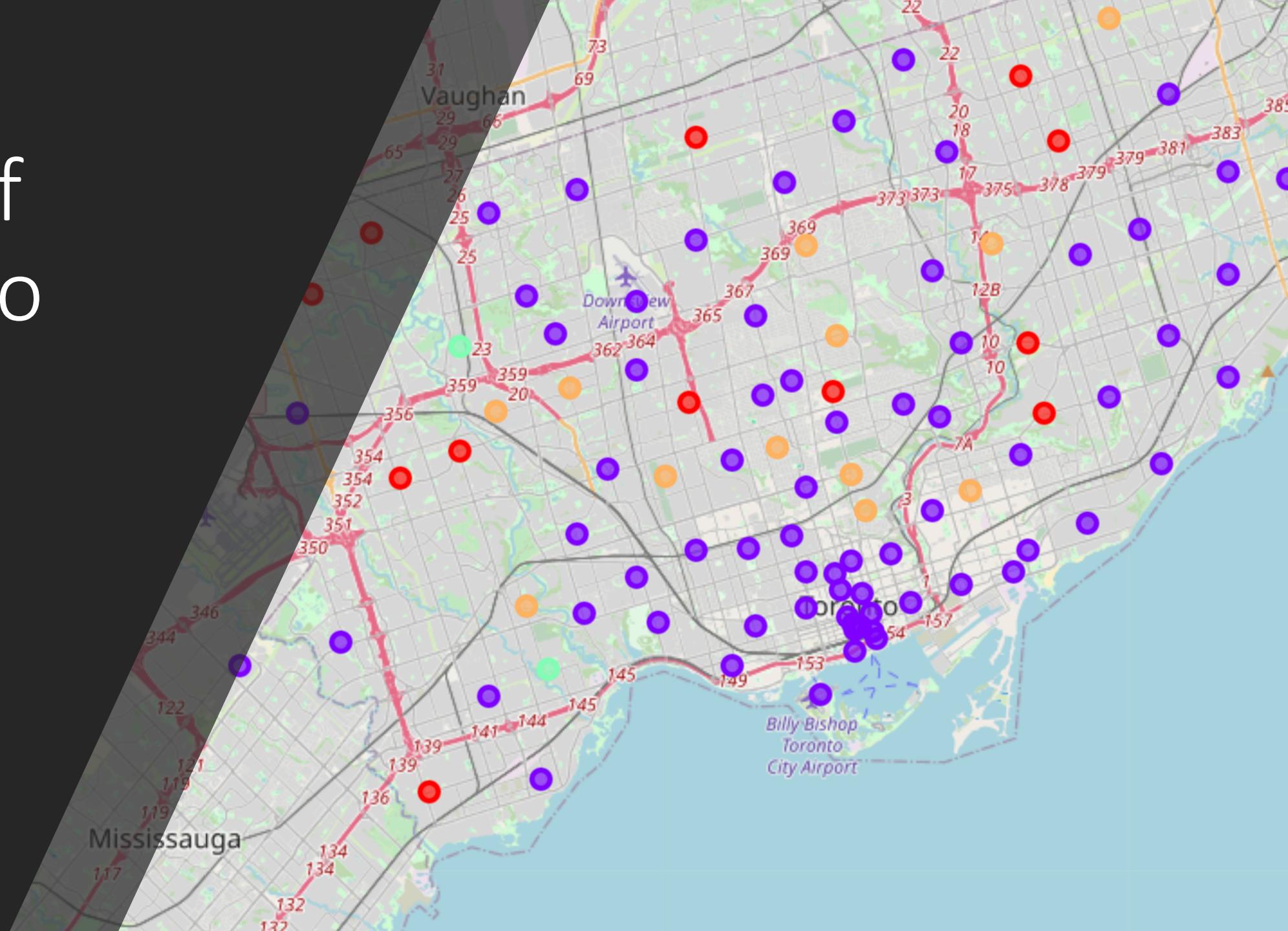
- Visualize the neighborhoods top venues
- Categorizing the neighborhoods using K-means clustering
- Identify the difference and similarities of different neighborhoods



# Map of New York



# Map of Toronto



# Comparison

- In New York, there are 427 unique categories.
- There are many restaurants like Pizza Place and Chinese restaurants.
- In Toronto, there are 269 unique categories.
- The categories mainly converge in grocery stores and other types of venues.

# Conclusion

- Since there are enough categories and restaurants related venues in New York, the market does not have enough room for new producers.
- The venues in Toronto are not that scattered.
- The data suggests the investors that it would be more profitable to open a restaurant in Toronto.