New York and London are both very diverse cities and are the financial capitals of their respective countries and well-known financial centers in the world. These cities attract large investment primarily from companies within the Financial Services and FinTech sector. There are also corporate headquarters of large (Fortune 500) corporates and top consulting firms have their offices there. It is not difficult to imagine that some organization will have offices in both cities.

These organizations attract the best and the brightest of global talent and this has also meant that there is significant inward migration. Most people migrating to these countries and jobs are of a certain age group (21+ to 35 years of age) this is primarily due to recruitment methods and immigrations laws in the US and the UK.

People in the 21+ to 35 years of age group, also referred to as Gen Y or Gen Z, have different priorities and ways of living and these often influence their decision. They are looking for a different lifestyle centered around comfort living, they want to stay close to stores, bars and restaurants so they don’t have to travel. The older among this age group might be young families and so they look for additional aspects like availability of nursery and possibly avenues to keep partners engaged (where required).

**These people are the primary audiences of this report. In this report we will try to analyze the commercial hub within NY and London and recommend which neighborhoods are most suited for these individuals and should be considered should the option of migrating be available.**

Online delivery has changed shopping patterns and this has impacted the traditional high street which is disappearing only to be replaced by high-rise office and residential buildings. This presents opportunities for various businesses. Large corporates can expand their workplace, other businesses from the constructions sector can consider the type of properties they want to develop and lastly businesses in the hospitality sector consider investing in these areas.

**These businesses are the secondary audience of this report. They will be able to make their investment decisions based on location recommendation within this report.**

All this investment will make the city more attractive for individuals from around the world to migrate, benefiting the organization they join, the local economy as well as global make global businesses more competitive.