

Study on Similarity or Dissimilarity of New York City and Toronto Neighborhoods

REPORT BY JONATHAN



Background and Stakeholders

1. New York City and Toronto as prior cities in North America
2. Business Expansion from New York City to Toronto
3. Potential tourists attracted by New York City and Toronto

Data Acquisition and Cleaning

1. Foursquare Location Database (Version 20180605)

2. Training Data

Observations: Neighborhoods

Features: Percentage Mixture of popular venture categories

3. 143 rows and 399 features

Clustering Model

1. Dissimilarity than Similarity
2. Diversified Neighborhood in Toronto

Clusters	Neighborhood Numbers	Percentages
0	2	2%
1	90	87%
2	9	9%
3	1	1%
4	1	1%
Total	103	100%

Table 1. Clusters of Toronto Neighborhoods

Clusters	Neighborhood Numbers	Percentages
0	0	0%
1	40	100%
2	0	0%
3	0	0%
4	0	0%
Total	40	100%

Table 2. Clusters of New York City Neighborhoods

Clustering Model

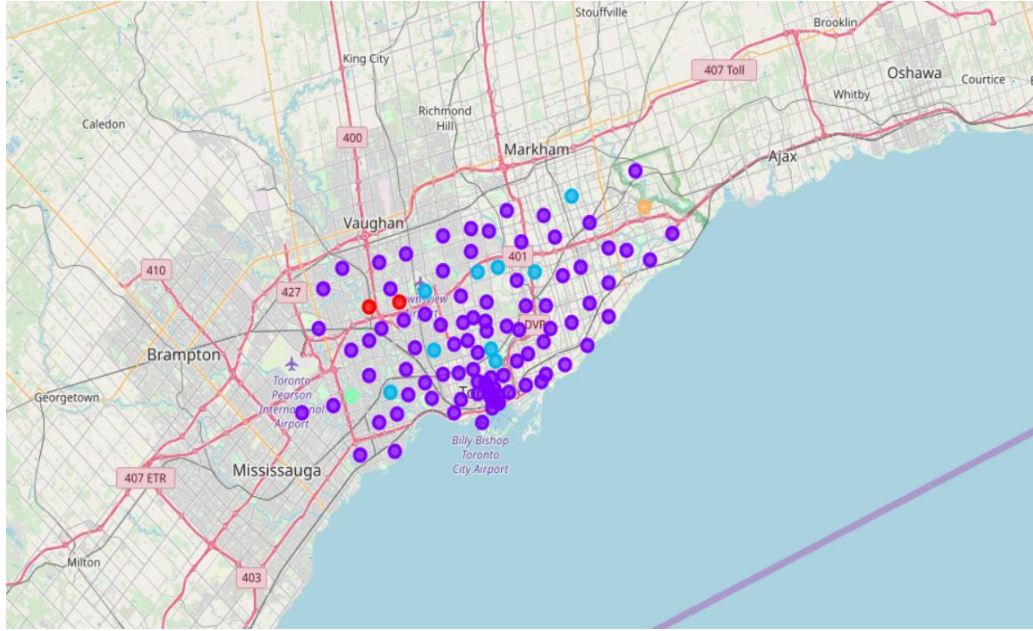


Figure 1. Clustering of Toronto Neighborhoods

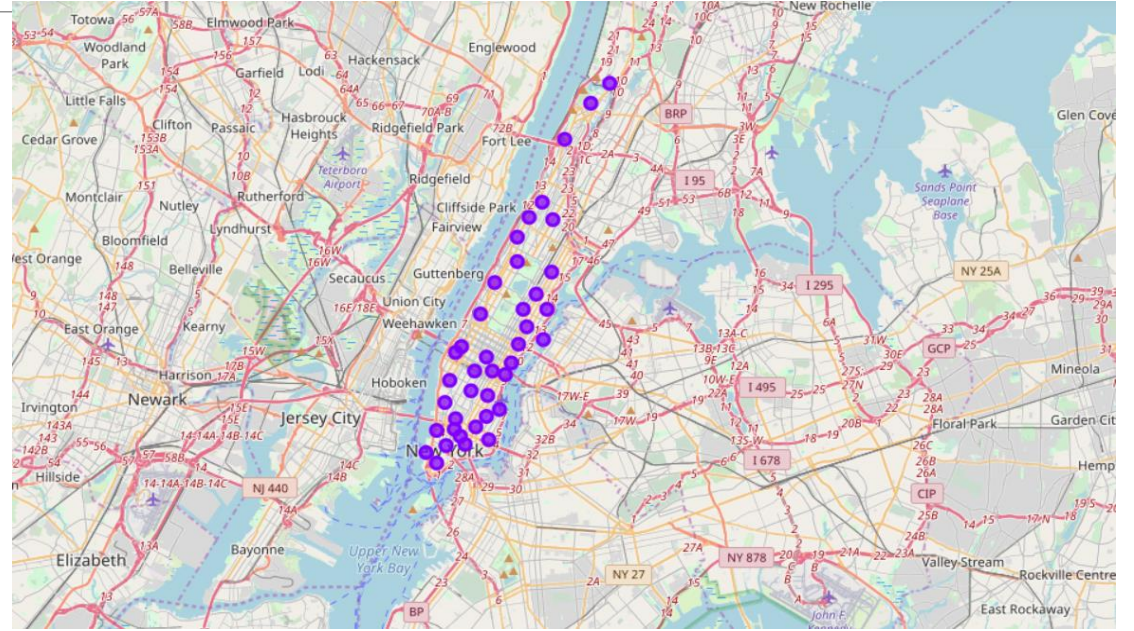


Figure 2. Clustering of New York City Neighborhoods

Conclusion and Recommendation

1. Different Operation for Business in Toronto
2. Potential future difficulties