

The hypothesized business problem is the shareholders of a successful tourist company based in New York City want to expand their business to Toronto. For this reason, they want to know how similar or different Toronto neighborhoods from New York City neighborhoods are. If there is much similarity, the same expertise and management pattern as what's used in New York City could help business in Toronto. If Toronto neighborhoods are too different from that of New York City, the shareholders may need to learn more about new expertise and management pattern.