



The Final Battle

NYC VS. TORONTO

Introduction: Amazon HQ2.0

- Amazon is looking to setup HQ2.0 in a new city and has currently short listed two cities, NYC and Toronto. The company has always encouraged diversity and would want to setup its new HQ in a place that would make its employees feel home as this in return will increase productivity and job satisfaction. Both cities boast about diversity and is most apparent in the venues offered.
- We will look into the venues and number of offerings for each city to make a judgement on what would be the best location for its new HQ2.0 . The city with the most offerings per employee will be the winner. We will obtain data from Wikipedia and FourSquare to segment, cluster and explore neighborhoods in Toronto and NYC.

Data:

(1)

I will download location data of New York City as a json file from url https://geo.nyu.edu/catalog/nyu_2451_34572. From this json file, only 'Borough', 'Neighborhood', 'Latitude' and 'Longitude' will be extracted.

(2)

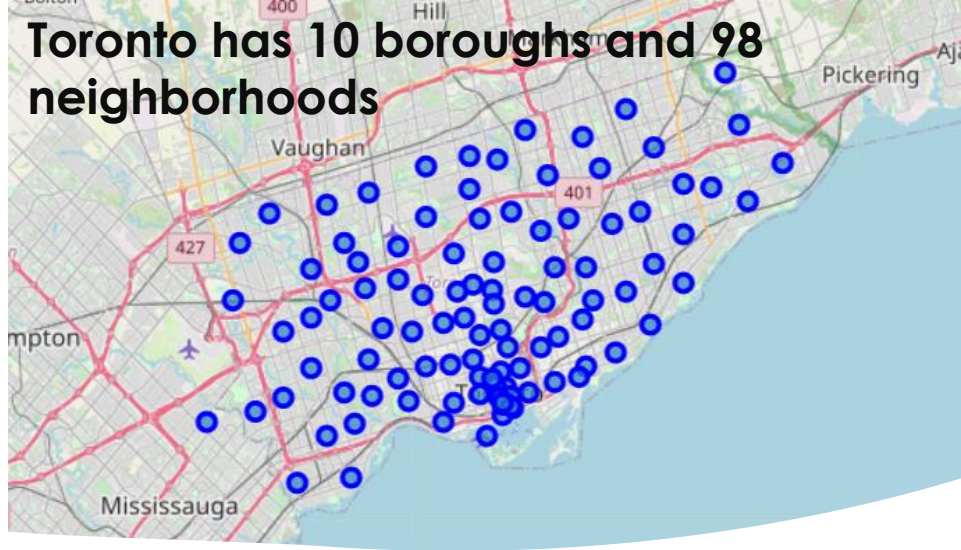
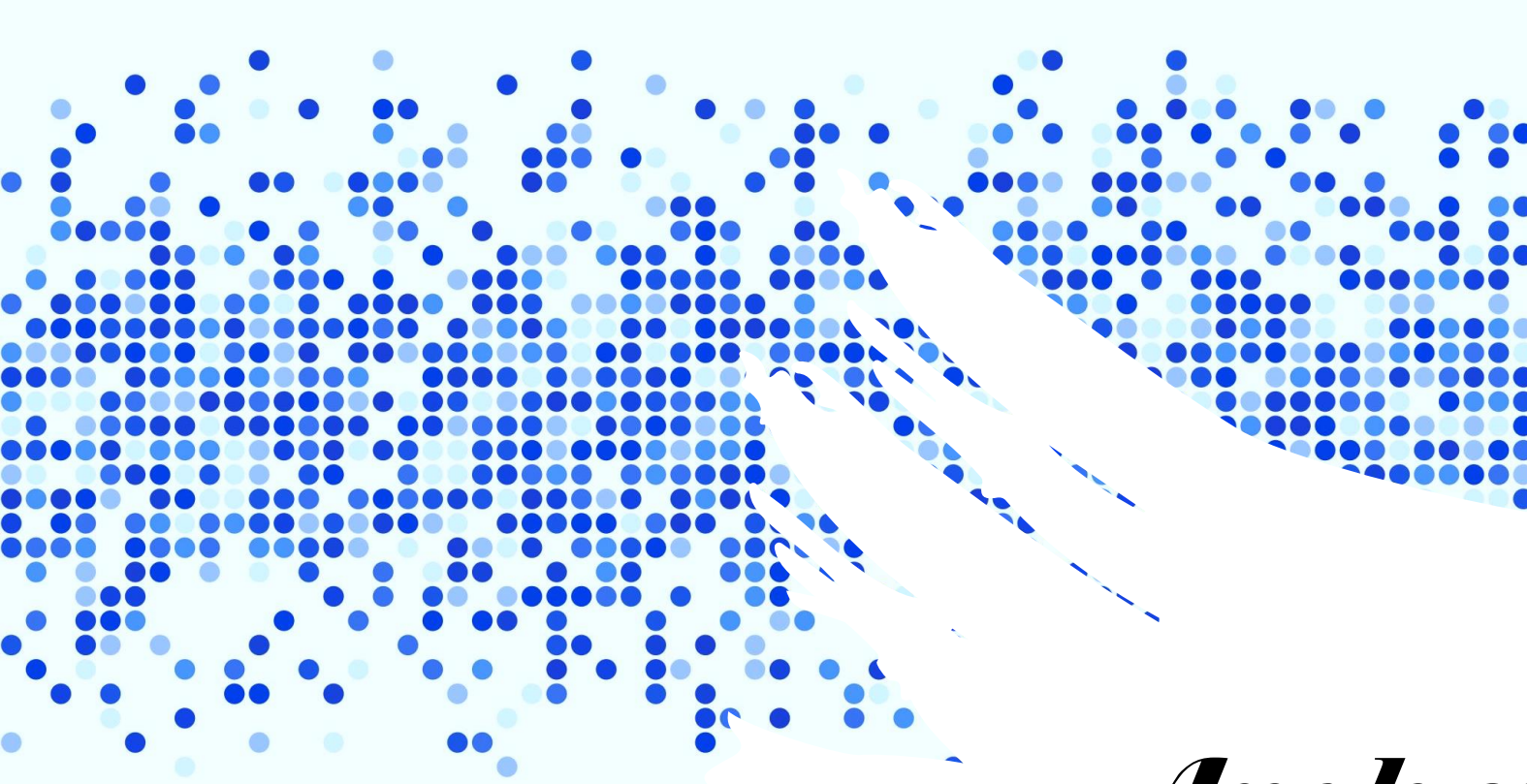
I will scrape neighborhood data of Toronto City from the Wikipedia page https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M. From the scrapped data, I will extract 'Postal code', 'Borough' and 'Neighborhood' for Toronto.

(3)

I will download location data using the link http://cocl.us/Geospatial_data and extract the 'Latitude' and 'Longitude' for Toronto neighborhoods.

(4)

I will use Foursquare API to retrieve geo-location information about various types of venues for each neighborhood in New York City and Toronto and compare them based on similar categories of venues.



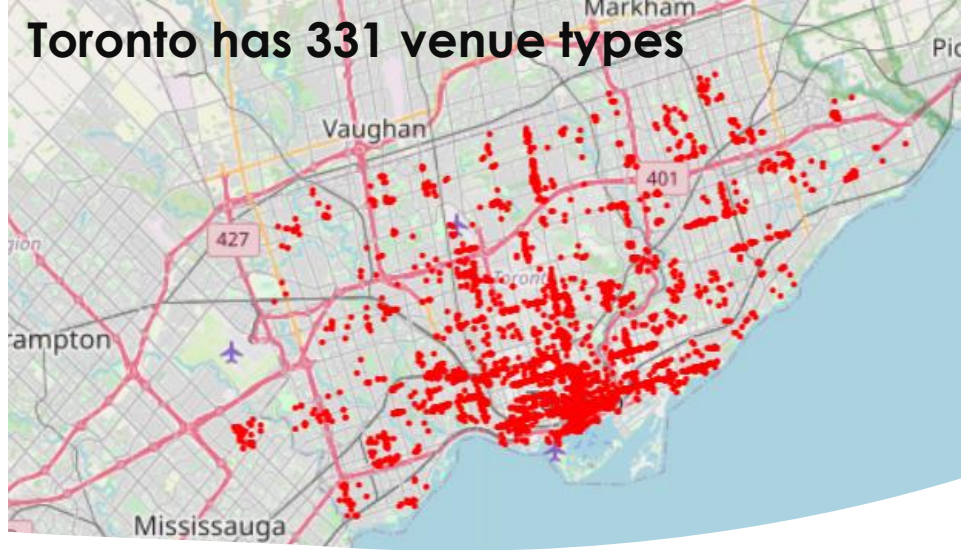
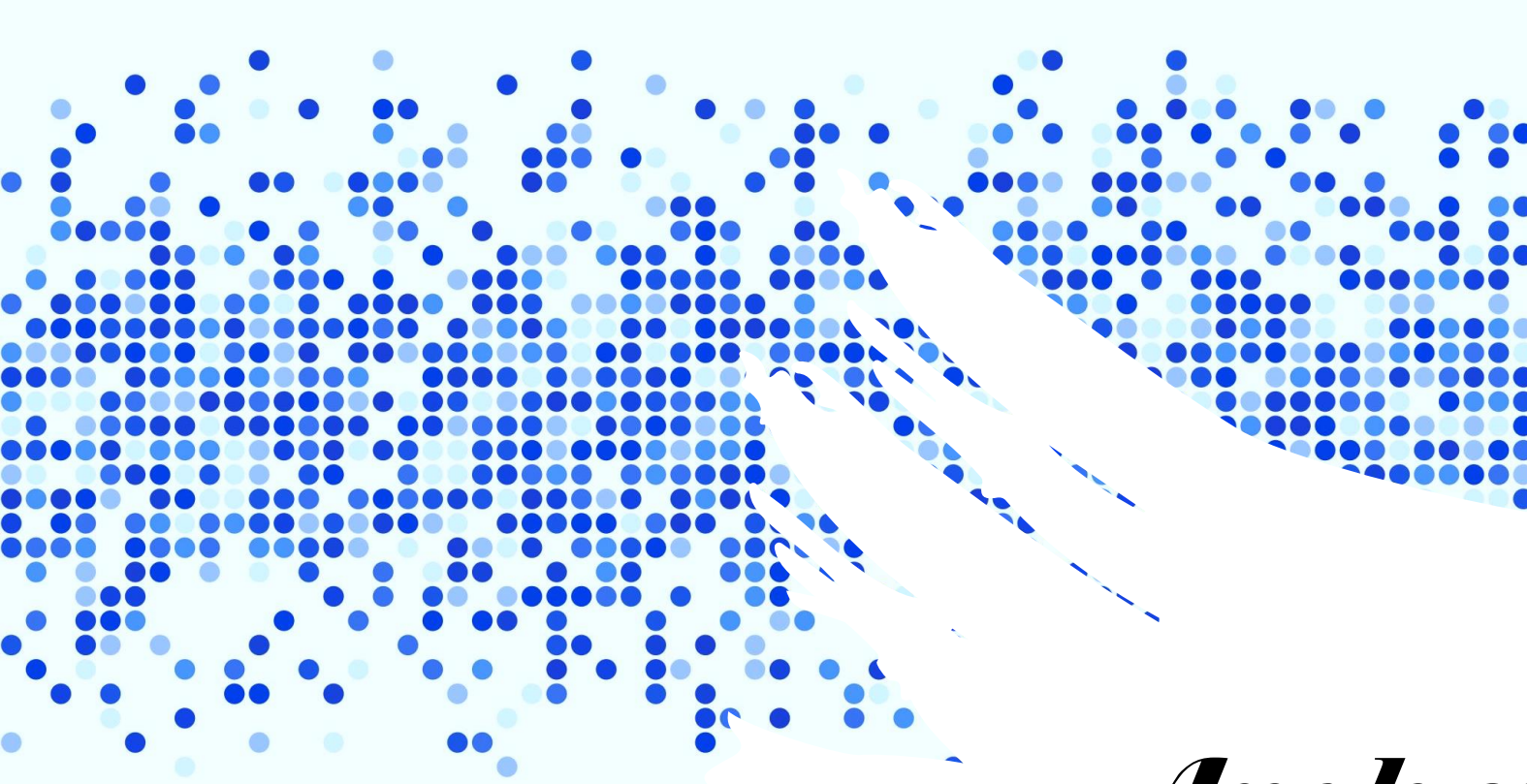
Analysis

The number of boroughs in Toronto is 2x more than New York City

The larger number of boroughs in Toronto could mean more administrative work for a business

The number of neighborhoods in New York City is more than 3x than that of Toronto

The larger number of neighborhoods could signify diversity



Analysis

The number of venues in New York City is approximately 1.4x more than Toronto which signifies that New York City is richer in terms of choices for employees looking to dine out, spend time doing recreational activities or shopping.

Results

New York City and Toronto are both very similar in size (784km² vs. 630km²). On the other hand, the population density is very different. The first has a density of 10,431.1 per km² the latter a bit less than half standing at 4,149.5 per km².*

The above can explain the larger number of neighborhoods in New York City vs Toronto since people of the same origin and ethnicity tend to live in similar clusters.

*source: Wikipedia

Conclusion

Both of our target cities are well diversified and suitable, but New York City has the advantage of being more diversified in both population and venues to employees which will result in higher job satisfaction.

A well-balanced life is important for any company especially when it's a global one like Amazon. To maintain a higher retention of talent Amazon should choose to build its HQ2.0 in New York City.

