BATTLE OF THE NEIGHBORHOODS

Toronto

\*\*\*\*\*\* CAPSTONE PROJECT \*\*\*\*\*\*

**Kiah Wenger July 2020**

**Introduction**

Business Problem

Moving is a big deal - you want to make sure everything you want in a neighborhood is close by. To solve this problem my project will be running a search engine to set criteria and search cities and neighborhood that fits their lifestyle. To do this we'll review foursquare data then perform segmentation and clustering. Finally taking the data from Foursquare we'll then segment areas Toronto based on the most common places returned.

For this project, I will be developing a recommendation system using Toronto as my search criteria.

Target Audience

People moving to a new neighborhood. Additionally entrepreneurs could also use the data for deciding what restaurants opportunities are in each neighborhood.

**Data**

First, the location data consists of the data used for this project will be acquired from Source - (<https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M>). The datasets consists of the postal codes and suburb names.

Second, the Foursquare API will use Foursquare search feature [FOURSQUARE]. We will explore several neighborhood's venue data & details using longitude and latitude details.