

Applied Data Science Capstone

Final Report

Introduction/Business Problem

In this project, an entrepreneur wants to open up a donut shop in Toronto. In order to determine where the best location to open up their donut shop would be, there are multiple factors that they should consider. For instance, they should look at what areas currently have donut shops, and how many. It could also be helpful to look at where office buildings are located – if there is an area that has many office buildings, but no nearby donut shop, opening up a donut shop in this area could provide a good business advantage. Donuts are a pretty common treat to bring in for early morning meetings, or even just a quick breakfast to grab on the way to the office.

Data

Given the business problem stated above, the factors that would determine where an ideal place to open up a donut shop would be:

- Number/location of existing donut shops
- Number/location of existing office buildings
- Locations where there are existing office buildings without a nearby donut shop (target area)

Data will be taken from the following sources:

- Postal code data from https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M
- Geographical coordinates from http://cocl.us/Geospatial_data
- Donut shop and office building data from Foursquare API