**Purchasing a Rental Property in Toronto, Ontario**

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March 13, 2021

**Introduction**

**Business Problem**

There has been a significant increase in the individuals looking at owning rental properties as a source of income over the past decade. The real estate market in Toronto, Ontario has been very popular for the past decade, especially with Toronto becoming a business hub and tourist destination. Prices in Toronto are quite high, which is why it is extremely important that consumers make an informed decision when purchasing an income generating rental property.

Location is the key when purchasing a property, and two key characteristics that contributes to the success of an income generating property are the amenities nearby and the crime rate.

The purpose of this study will be to look at the most attractive neighborhoods to purchase property in Toronto based on the access to amenities and crime rates.

**Target Audience**

The target audience of this report would be anyone who wants to buy an income generating property in the city Toronto, Ontario.

**Data Acquisition and Sources**

The data used in this project has been linked below. Fortunately, Foursquare has lots of venues available in the city of Toronto compared to other Canadian cities and there are numerous public datasets that describe various aspects of Toronto.

[**Toronto Crime Data**](https://open.toronto.ca/dataset/neighbourhood-crime-rates/)

This dataset includes the 2014-2019 Crime Data by Neighbourhood. Counts are available for Assault, Auto Theft, Break and Enter, Robbery, Theft Over and Homicide. Data also includes five-year averages and crime rates per 100,000 people by neighbourhood based on 2016 Census Population.

[**Toronto Postal Code Data**](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)

This dataset includes data about Postal Codes, Boroughs, and Neighbourhoods in Toronto.

**Foursquare API**

Foursquare is an independent data platform which allows you to retrieve information about the most popular spots in any city. Calling the Foursquare API will allow us to turn location data into a data frame for analysis in python.