

# **Where to open a pizzeria in Etobicoke?**

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## **INTRODUCTION**

This report is prepared on request from a small business entrepreneur to make data analysis to find a best place to open a pizza delivery service venue in the western part of Toronto - Etobicoke.

To be the most successful business for such venues the location is one of the main factors. So we found out 2 main key factors for such places:

- Easy access for the target customer groups,
- To be remoted from the similar competitors' venues or alternatives.

For this purpose we analyzed the data from Foursquare API for the venues in this area arranged by the neighbourhoods in Etobicoke. We applied the clustering approach to find out the specific places regarding the venues located there. Then we analyzed the geographical distribution of existing pizzerias in Etobicoke to find the locations where this type of service will have the most demand.