

## **Where to invest in Toronto**

### **1.- Introduction/Business Problem**

A real estate investment company wants to start rehabilitation and rental projects of offices, commercial premises, apartments, and studios in different cities. The pilot project will be in Toronto. This company wants to target a young and professional public and is looking for locations where a good quality of life is combined with a large number of venues and services.

As a first step in the search for properties by this company, we have been asked to carry out a preliminary study that analyzes the number of venues and the ease of transport and communications in three aspects: ease of walking around the neighborhood, ease of moving around by bicycle, and the quality of public transport.

With the four factors combined, we will obtain a single score that will serve us to classify the different neighborhoods and that this company can use to prioritize different areas where to acquire properties and offices.

We will use Foursquare's API to obtain the values of each neighborhood, and WalkScore's API, which is a real estate-oriented service whose free version, for specific coordinates (in the U.S.A., Canada, or Australia) provides different scores for ease of movement on foot, by bicycle or public transport.

Using a commercial license of WalkScore would allow us to consider more aspects, like population density, parks, businesses... But this approach will be enough for the preliminary study.