

Coursera Capstone

IBM Applied Data Science Capstone

Opening a New pub in Toronto, Canada.

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Introduction

This is a capstone project for IBM Data Science Professional Certificate. In this project I am creating a hypothetical scenario that there are not many enough pubs in Toronto. Therefore it might be a great opportunity for the entrepreneurs.

As liquor is very popular among western and cold countries, it might be very good opportunity for the investors to invest upon a lucrative business.

Business Problem

The objective of this capstone project is to find the most suitable location for the entrepreneur to open a new pub in Toronto, Canada. By using data science and tools along with machine learning algorithms, this project aims to provide a solution to the business problem.

Target audience of this project

This project is particularly useful to the investors, Liquor companies and businessmen.

Data

To solve the problem, we will need the following data:

- List of neighbourhoods in Toronto. This defines the scope of this project which is confined to the city of Toronto, the provincial capital city of Ontario.
- Latitude and longitude coordinates of those neighbourhoods. This is required in order to plot the map and also to get the venue data.
- Venue data, particularly data related to pubs and restaurants. We will use this data to perform clustering on the neighbourhoods.

Data source

- Wikipedia page
(https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
- Four Square API.