

INTRODUCTION

Background

The last five years have seen a surge in the number of coffee drinkers and people who visit coffee houses on a regular basis. Following this trend, the number of coffee houses that are being established grows by the day. In such a case, a person who is interested in establishing a similar coffee house, needs to conduct a thorough research.

Research, here, implies to have a thorough understanding of the number of coffee houses that are already established in various neighbourhoods, which of these coffee houses are successful (in terms of profits earned and the number of footfalls each day) and what factors contribute to the success of that particular establishment. Keeping these points in mind, and simultaneously taking steps in the correct direction will allow a person who is interested in setting up a coffee house, to be successful.

Problem

The dataset of Toronto has a list of all the boroughs and neighbourhood. This project allows us to explore the neighbourhoods of all the boroughs, to find the ten most commonly visited in each neighbourhood and cluster these neighbourhoods using k-means clustering. This will give an idea of which venues the public generally visits and will allow the interested party to determine, whether the establishment of a coffee house in a particular neighbourhood would be profitable or not.

Interest

This project is targeted to those people who are interested in setting up a coffee house. Using this project, they can decide where to establish their coffee house and what they can offer to the public, that would be different from the offerings of their competitors.