



Tutoring Centre Partnership - Advertising Analysis

Seneca
POLYTECHNIC

Academy for Mathematics & English - Thornhill Disera

31 Disera Dr Unit 140, Thornhill, ON L4J 0A7



Analysts:

Evan Morrow

[linkedin.com/in/evanmorrow96/](https://www.linkedin.com/in/evanmorrow96/)



Kinshuk Jain

www.linkedin.com/in/kinshuk-jain-910293332



Ankush Mehta

www.linkedin.com/in/ankush10mehta/

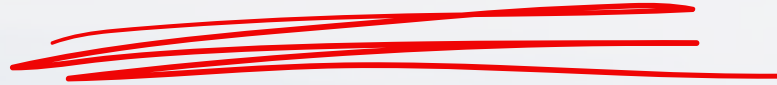


Jacob Raj

www.linkedin.com/in/jacob-raj-bba89b239



Today's Lesson Plan:



Framing the Question: Understanding the difference between the North & South Steeles Areas & Bernie's Goal



Data Analysis & Geographic Approach



Data Insights: Comparison of North & South Steeles



Physical v.s Social Media and Google Advertising



Conclusion & Recommendation

Framing the Question



Tutoring Sales are highly concentrated in the geographic area North of Steeles Ave



Bernie is aiming to leverage an advertising campaign to increase tutoring sales South of Steeles Ave



Bernie is considering a physical advertisement on a digital kiosk inside Centerpoint Mall & mail flyers to nearby schools. Limited conversion or leads have resulted from physical advertisements, so exploring alternative methods of internet advertising will be weighed against the benefits of physical advertisement.



**Key Variables to understand before launching any type of advertising campaign:
Demography & Medium of Advertisement**

Project Overview

Goal



Use demographic data analysis to compare the North vs South steeles region and find out patterns to identify any opportunities for growth.



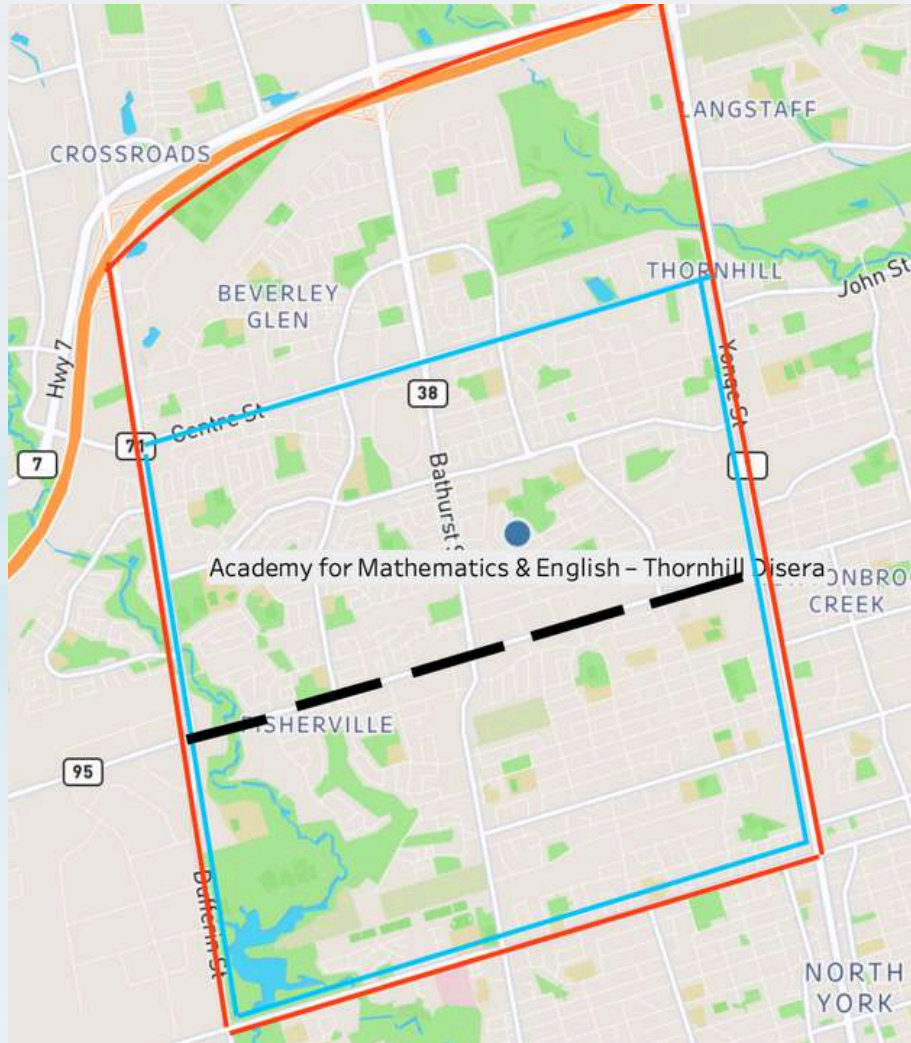
Understand the benefits of physical and internet advertising opportunities.

Approach



Python & Generative AI driven analysis by gathering data through census information available on Statistics Canada

Geographic Approach



To better understand the contrast between north & south of Steeles Ave, we segmented our area of interest into two parts:

1) North of Steeles (South of Centre St.)

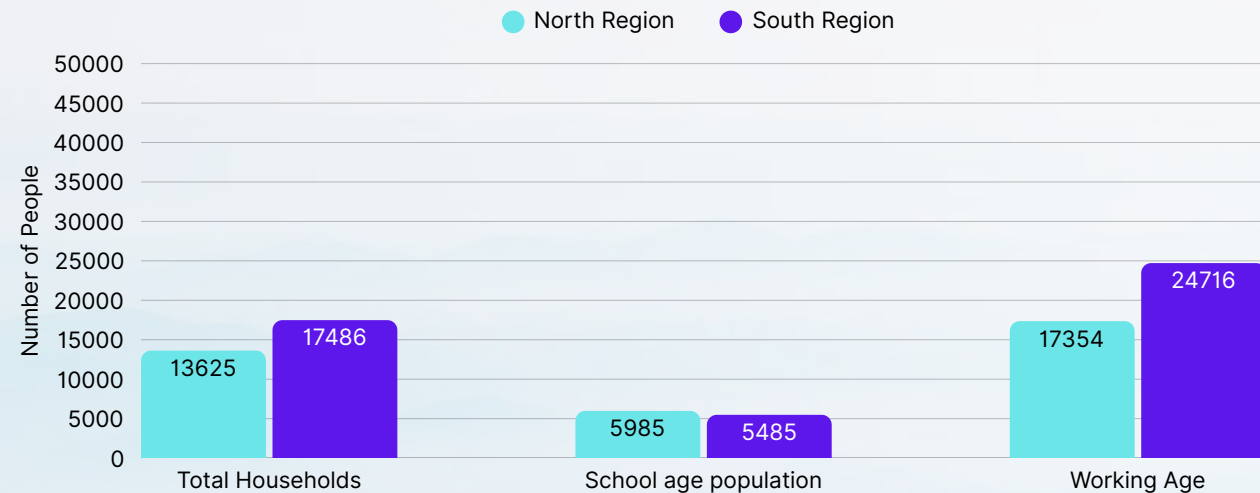
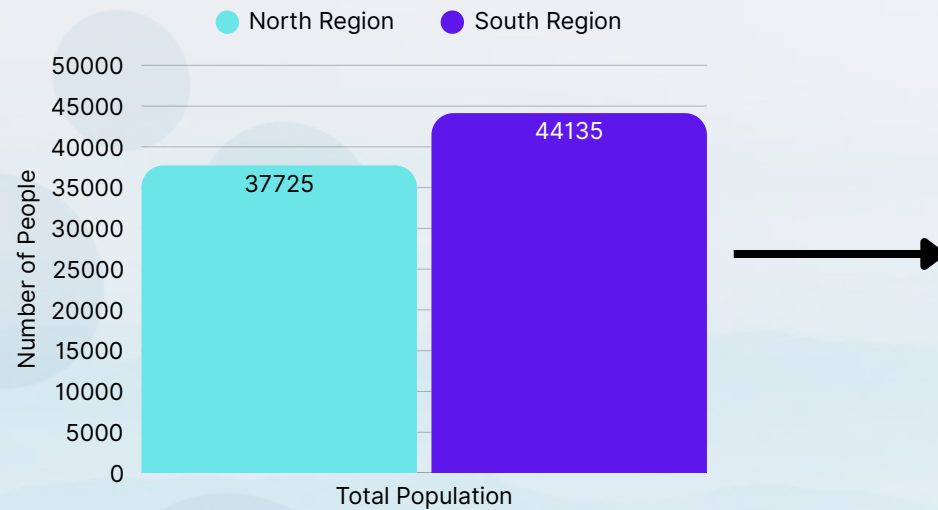
2) South of Steeles (North of Finch)

- We used publicly available Canadian Census data for the most recent census in 2021.
- Statistics Canada geo-search tool was used to pinpoint our location and find census data for every Dissemination Area within both segments of the area of interest

Dataset Constructed

- **60 DA's in North Steeles Area**
- **53 DA's in South Steeles Area**
- **Key Attributes of the dataset:**
 - **Total Population**
 - **Age characteristics**
 - **Family characteristics: Family size and Avg. Children per family**
 - **Income characteristics: Median income**
 - **Employment Data**
 - **Commuting Data**
- **Allows for meaningful analysis between North & South Steeles**

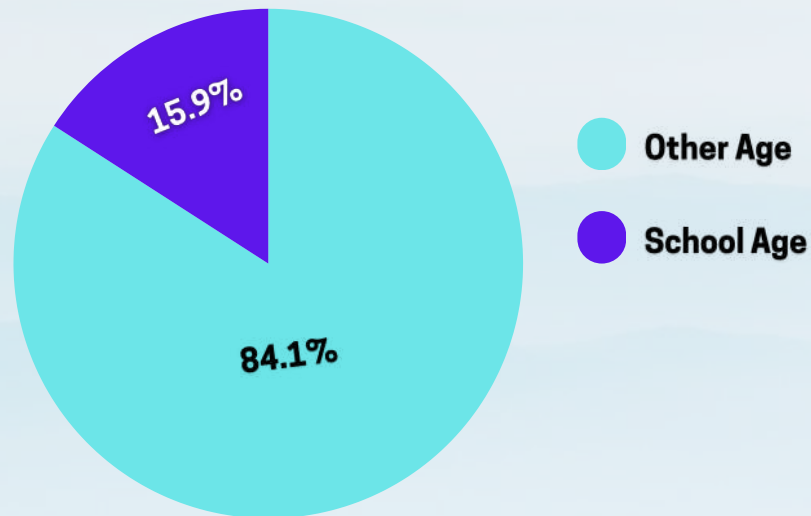
Demographic Overview: North vs. South



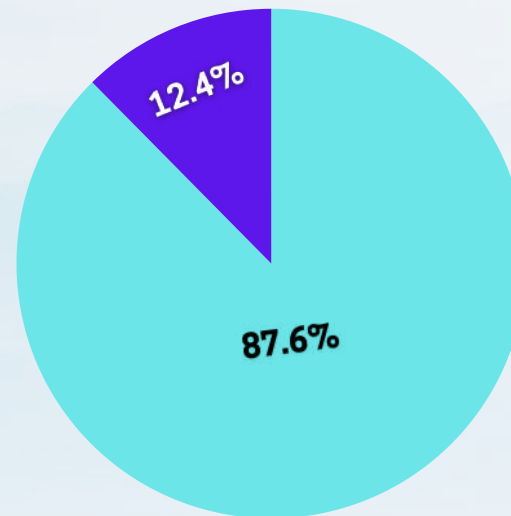
- North has a higher proportion of children and seniors, while South skews towards working-age adults.
- South is more populous but less dense in school-age children, with more singles and couples without kids.
- North is more of a family oriented while South has more singles or couples without kids.

Student Ratio Comparison

North Region



South Region

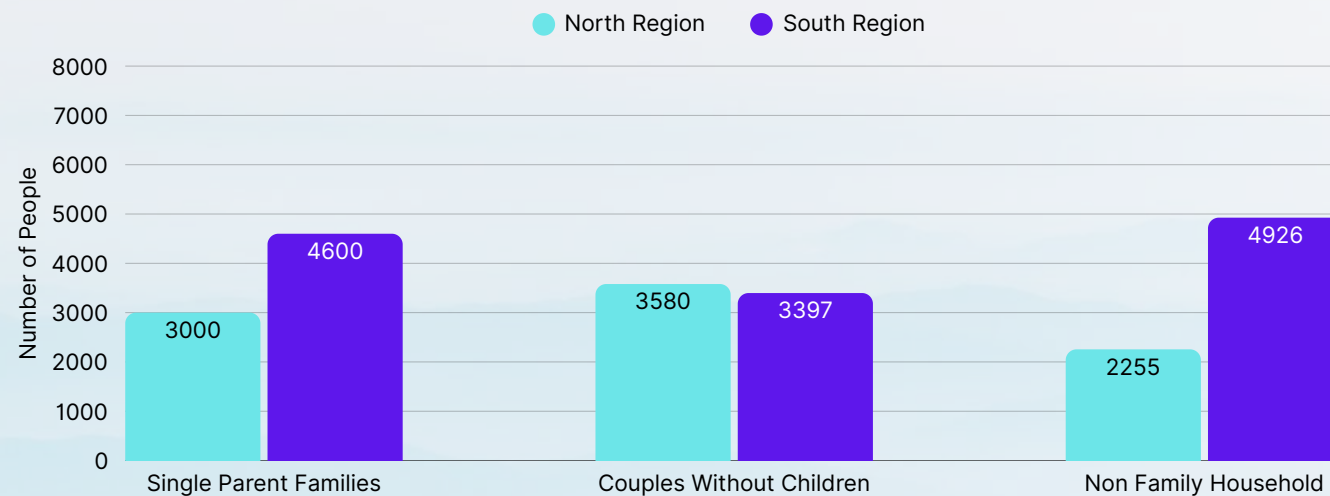


A lower school-age ratio in the South relative to the North would indicate a smaller target audience for tuition services.

North's demographic suggests strong demand since it's more family-oriented, while many are single parents in the South Side.

South's lower student ratio showcases lower density of students bringing challenges to tuition businesses to grow in the Southern side of steeles.

Family Household Profile



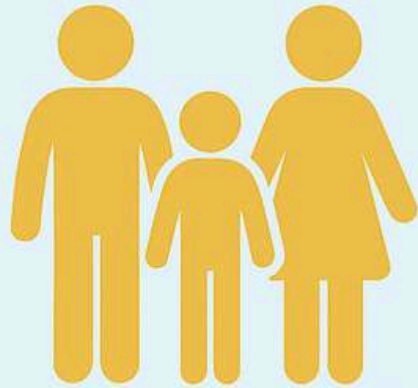
South has more single parent families as compared to South which means they will have more **budget constraints**

27% of North population are couples without children which means the older citizen there are empty nesters.

29% of South population is Single roommates which meaning fewer family networks to drive word-of-mouth for tutoring.

South's single-parent families represent an underserved market that may benefit from flexible scheduling and targeted support programs.

Average Family Size



3,3



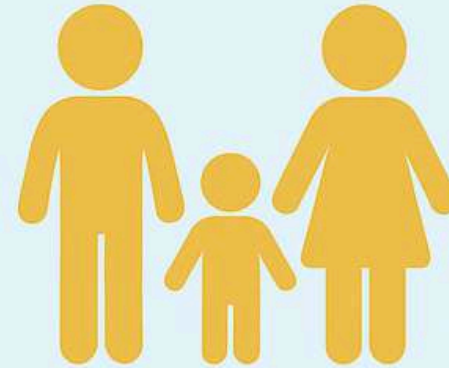
North of
Steeles

3.0



South of
Steeles

Average Children per Family



1,4



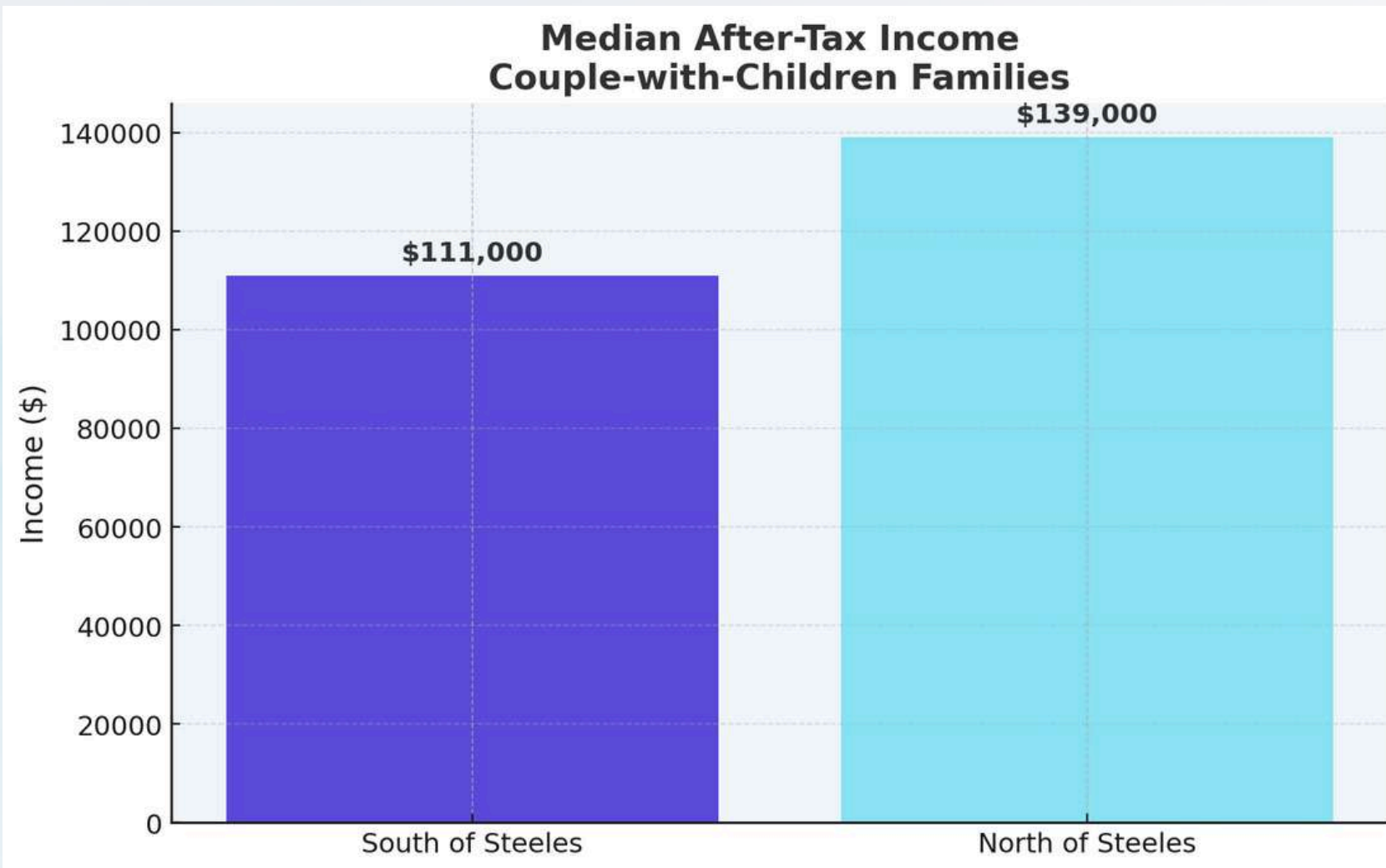
North of
Steeles

1,2



South of
Steeles

Family Income Profile



North offers better economic conditions for couple-with-children families, with both higher typical and overall earnings.

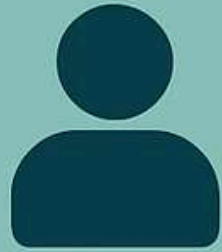
The **average** income in the North is approximately \$141,839, compared to \$107,933 in the South

EMPLOYMENT AND REMOTE WORK

SOUTH OF STEELES

Employment Rate:

52.8%



5,330

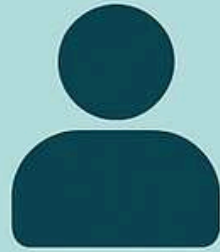
Work From Home



NORTH OF STEELES

Employment Rate:

54.3%

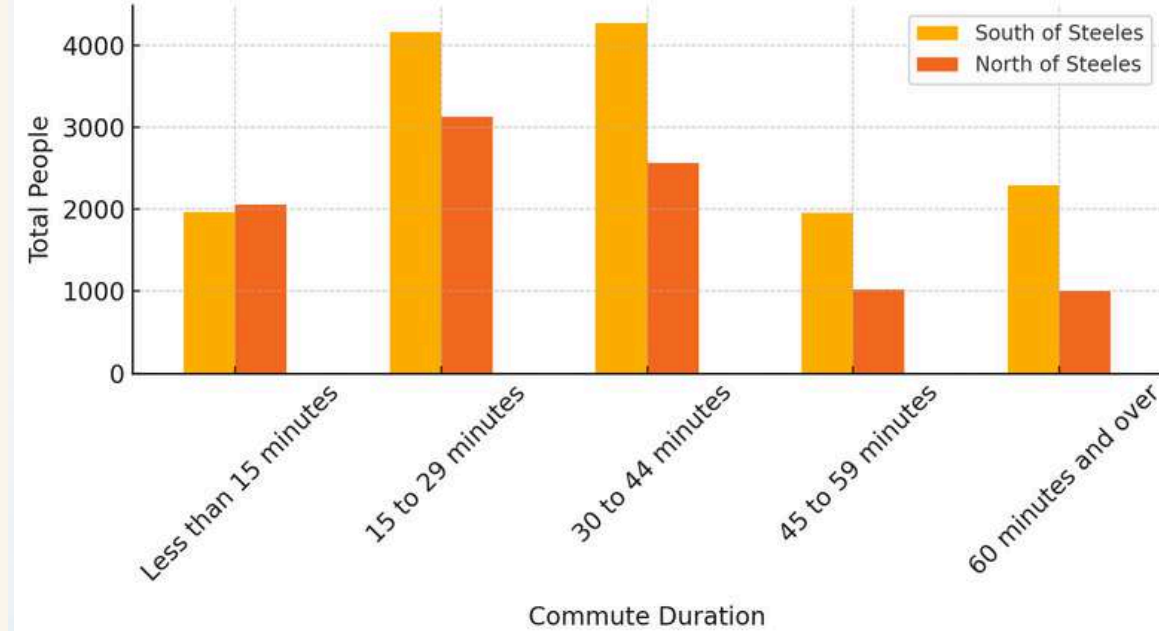


6,865

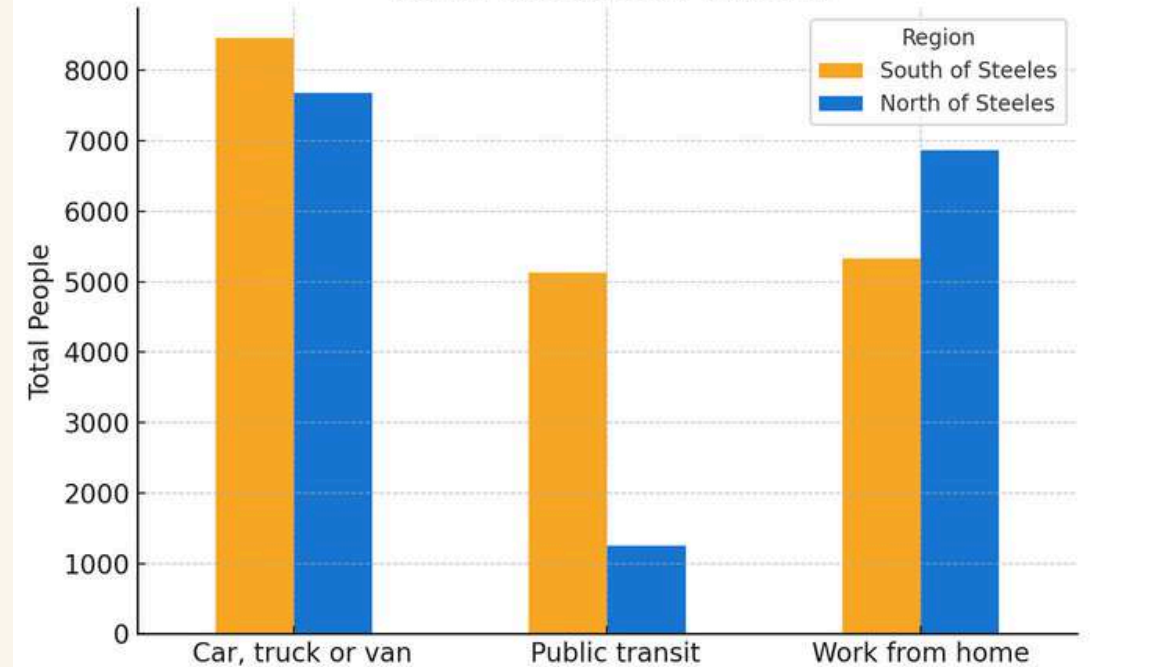
Work From Home



Commute Duration Comparison
North vs South of Steeles



Commuting Modes: Driving, Public Transit, and Work from Home
North vs South of Steeles



South Region's Weaknesses



Lower School Age Density

Only 12 % of South's population is school age compared to 16% of North's population. Fewer kids per blocks means fewer walk in queries



Weaker School Ties

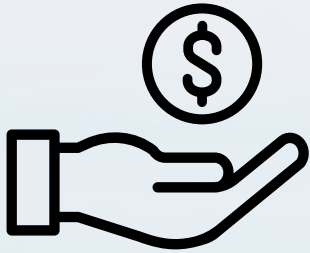
With fewer students, south's community school interactions are less. Thus tutoring center sees fewer referrals.



Community Insight

Many residents in the South are working populations or seniors, thus education services may not be top of their mind which is leading to lower organic interest.

South Region's Weaknesses



Lower Economic Ability

South has lower economic ability, with both lower median and average earnings.



Employment

South of Steeles shows employment weakness with both a lower employment rate (52.8%) and a slightly lower labour force participation rate (62.8%)



Commuting Inconvenience

Residents in the South of Steeles face longer commutes and rely more on public transit, while the North has more remote workers and shorter commute times.

North v. South Steeles Conclusion

A red underline consisting of three horizontal strokes, with the middle stroke being the longest and the two outer strokes being shorter and slightly offset.

The North of Steeles is better positioned for tutoring sales, with more school-aged children, higher household incomes, stronger employment, more remote-working parents, and shorter commutes—creating a more engaged and financially capable customer base. Therefore, while physical ads targeting the South remain a valid localized strategy, replacing or supplementing them with internet advertising to reach both markets will yield a more optimal impact given the market imbalance.

Literature Review



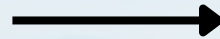
Article



Traditional Advertising vs. Digital Advertising: Impact on Small Businesses
Kian Gabrielle Bartulay Santiago – Far Eastern University (2024)



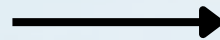
Internet Ad Strength



"Digital advertising, through platforms like social media and Google Ads, offers precise targeting and cost-effective campaigns... Online advertising, particularly search ads, proves more effective in influencing both traditional and digital sales, highlighting the importance of understanding multi-platform impact."

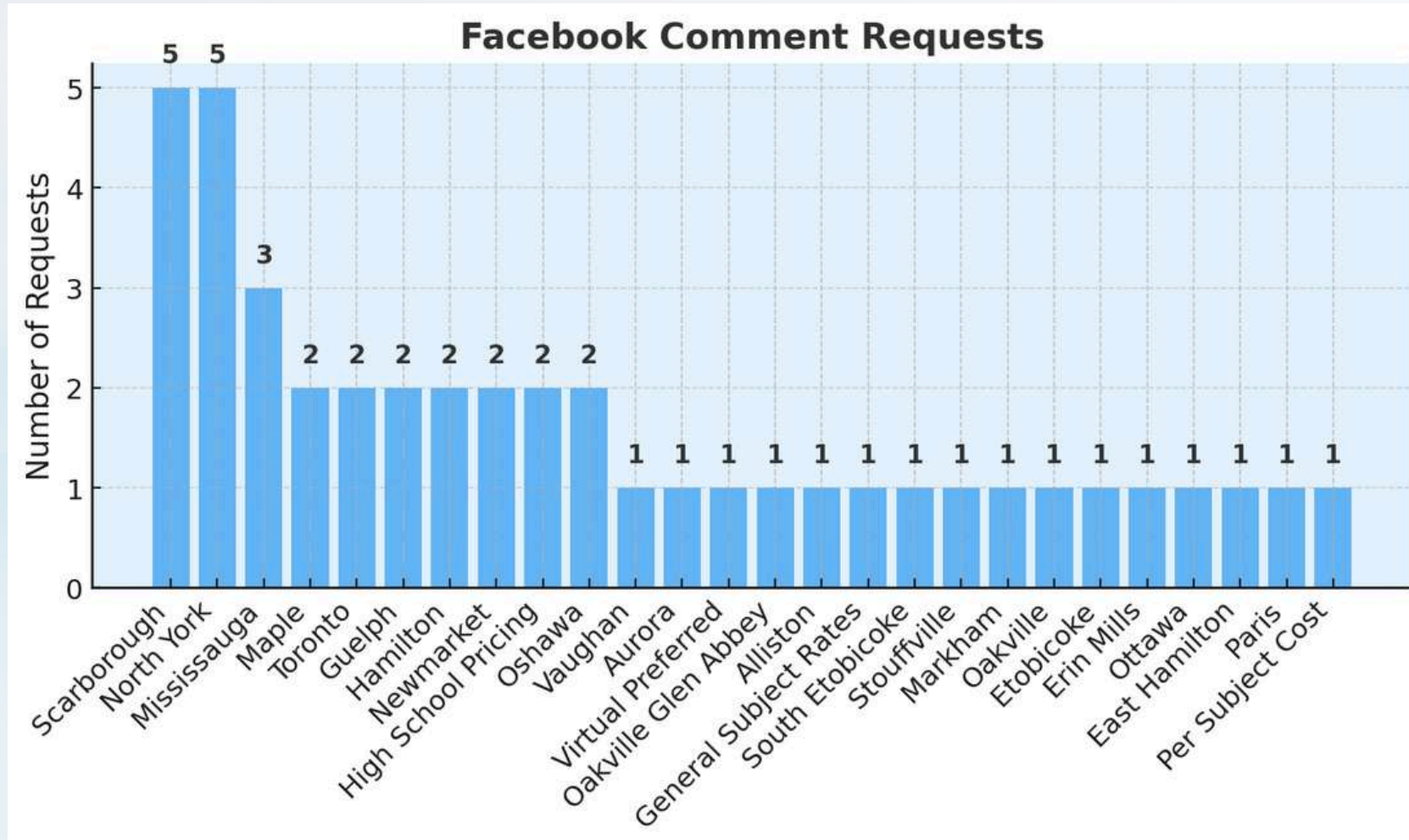


Physical Ad Weakness



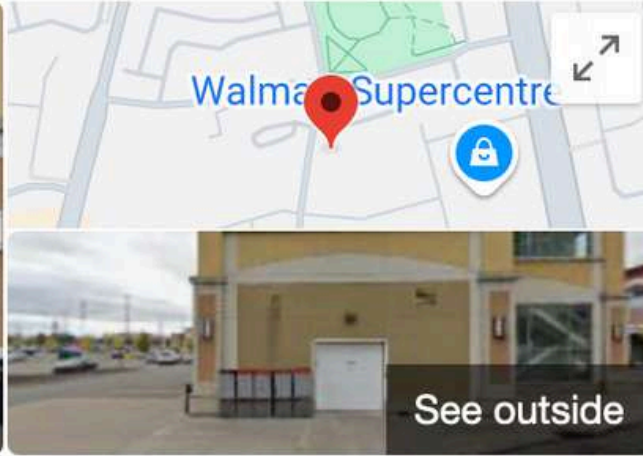
"Traditional advertising methods tend to have broader reach, but less precise targeting compared to digital advertising platforms... the audience of small businesses that still use traditional marketing is also becoming small, resulting in a low percentage to be acknowledged by many people."

Current Online Presence





See photos



See outside

Academy for Mathematics & English, Thornhill Disera

5.0 ★★★★★ 15 Google reviews

Tutoring service in Vaughan, Ontario



Website



Directions



Reviews



Save



Share



Call



Desiree Bungay

6 reviews

★★★★★ 5 months ago

We were looking for a Tutor for my son. We called the Academy and we were pleased on the Director, Bernie Young. He was accommodating and understanding to the needs of our son. We needed help in Physics Grade 12. We registered our son and ... [More](#)



Academy for Mathematics & English, Thornhill Disera (Owner)

5 months ago

We are also really pleased with your son's progress and appreciate you entrusting him with us. At the Academy, we believe that each child has unique needs and so we carefully listen. We then provide the appropriate academic support to the best of our abilities. Thank you for your kind words!



Irena Neiman

2 reviews

★★★★★ 6 months ago

My son is in grade 8 and started with Academy for Mathematics & English September 2024. We are having a great experience and highly recommend for any parent looking to improve their child's grades. They take their time to explains the ... [More](#)



Academy for Mathematics & English, Thornhill Disera (Owner)

6 months ago

Thank you for your kind words. We are very pleased to hear that your son looks forward to attending his scheduled lessons consistently. We are equally thrilled about his improvement in such a short time. It's rewarding to know that the rapport between him and his tutor is having a positive effect.

Recommendation



Google Business Profile Reviews and Blogs →

Posting blogs on your Google Business Profile boosts local visibility, builds trust with parents, and helps convert search traffic into tutoring sales by showcasing expertise and answering common questions

1. "Top 5 Study Tips for Grade 9 Math Exams"
2. "Benefits of Starting Tutoring in Elementary School"
3. "What to Expect from Our First Tutoring Session"
4. "Why North York Parents Choose Our Centre"
5. "Preparing for the EQAO or OSSLT? Here's How We Help"
6. "5 Common Mistakes Students Make on Homework (and How We Fix Them)"



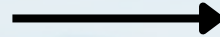
Email Campaign to local schools & Parent Associations →

Instead of physical flyer mail-ins to schools which can be lost by children, focus on email campaigns with local school and the school's parent association members. This eliminates the possibility of flyer not making it parent/guardian.

Recommendation



Google Ads & Localized SEO

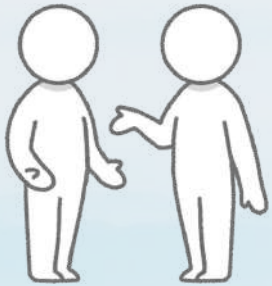


Using your well-established Google Business Profile, login to Google Ads to begin a cost-effective localized SEO within the promotional area boundaries.

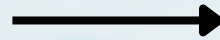
Strengthen visibility of the Localized SEO by researching popular search using Google Keyword Planner. Using highly-searched terms within the SEO text will increase visibility among searches.

Pending budget constraints and arrangement with corporate on internet advertising.

Recommendation (optional)



Incentivize Word of Mouth Promotion



Offer limited-time discount in September/October for referrals.

Pending budget constraints and arrangement with corporate on pricing.

Limitations of Analysis



Most Recent Census Performed in 2021



Covid-19 Effect on Census Data



Census Estimation Process



THANK YOU

QUESTIONS?