**Candidate Neighborhoods for New Office Location**

Prepared for: Toronto Software Developers, LLC.

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* **Proposal for New Office Location for Toronto Business Coders**

We are starting a consulting business for data science services and java development services in Toronto, and looking to open an office with a start-up theme. The target is to find the best location for the office, in order to maximize productivity return on employee selection, with the leading thought being that proximity to coffee shops impacts productivity. I propose to find support for that idea, against apartment rental costs, and then to locate candidate neighborhoods accordingly.

The data we use to support this inquiry are: Foursquare location data for Toronto neighborhoods and coffee businesses; Toronto apartment pricing data from <https://en.wikipedia.org/wiki/Demographics_of_Toronto_neighbourhoods>

**Methodology**

**We leverage the Foursquare API to retrieve all venues of each neighborhoods, then group by each neighborhoods and to count how many venues before filter top 10 most common venue types of each neighborhoods**

**Then, we track against a scrape of demographic data that includes per capita income and apartment pricing**

We conclude that the coffee shop and neighborhood data returns best density in the following neighborhoods:

* City Centre
* Midtown
* Uptown
* Westside

…all of which provide a wealth of coffee. Against apartment price data, Westside come in first, but with less coffee density.

This is not without trade-offs/considerations:

* Rental costs—the cluster-density of coffee shops carry the highest rent neighborhoods.
* Ditto with parking-difficulty.
* Thus, recommendation for optimal location for productivity, and quality of life for staff, would be Midtown or Uptown