

Identifying Locality Types in Toronto

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1. Introduction/Business Problem

This project attempts to identify potential business opportunities for restaurateurs in the city of Toronto, Canada. An analytical approach leveraging machine learning techniques such as clustering and data analysis have been used. Wherever applicable, data visualization techniques have been used for better interpretation of results.

Data transformations were performed to derive the best form of data to be fed as inputs to the machine learning model. Following the data preparation and model training, locations were clustered into one of the many possible locality types, such as residential, business district or recreation.

2. Data Section

This project consumes data from two sources:

1. Foursquare API

Data from foursquare API helps identify the most popular restaurant venues. This makes it possible to understand how they are distributed across the city of Toronto and recognize new business opportunities.

2. Geocoder package

This package provides latitude and longitude values for all neighborhoods in the City of Toronto. Data thus retrieved aids in data visualization (maps).