Introduction

Wholesale and distribution is a complex business, requiring smart management of supply chains, costs and pricing, and more. Done right, it's a lucrative line of work. So it's fitting that the industry is well-represented on the 2017 PROFIT 500 ranking of Canada's Fastest-Growing Companies. However, one of the most important factors to consider when starting a new wholesale distribution business is deciding what type of product to supply/distribute to retailers.

Business Problem

The objective of this project is to help an investor/business owner select the optimal type of product to supply/distribute within a potential wholesale distribution startup company. This project will aim to analyze Neighborhoods in the city of Toronto and their respective most frequently occurring type of venues. Chances of success when starting a wholesale distribution business will be higher if you select a retail segment that dominates the city (i.e. many potential clients).

Target Audience for this project

This project would be primarily useful to investors looking to invest in a startup wholesale distribution business in the city of Toronto. It will help them determine what type of product to supply and distribute to clients. For example, if at the end of this project if it is determined that 'Grocery Stores' is the most frequently occurring type of venue in a majority of the Neighborhoods in Toronto, it might be a good idea to start a Grocery Distributor company in Toronto.

Data

To solve this problem the following data will be used:

- List of neighborhoods in Toronto.
- Latitude and Longitude of the neighborhoods.
- Most commonly occurring venue category in each neighborhood.

Sources of data

A list of neighborhoods will be extracted from https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M using web scraping techniques via beautiful soup packages with Python. After a list of neighborhoods in Toronto with their respective Latitude and Longitude is established, the Foursquare API will be used to obtain venue categories for each neighborhood.

Sources

https://www.canadianbusiness.com/lists-and-rankings/profit-500/2017-wholesale-distribution-fastest-growing-companies/

https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M

https://developer.foursquare.com/docs