



DAVIDE BISCEGLIA

Shopping in the city of Toronto



An outlook at the shopping
sector

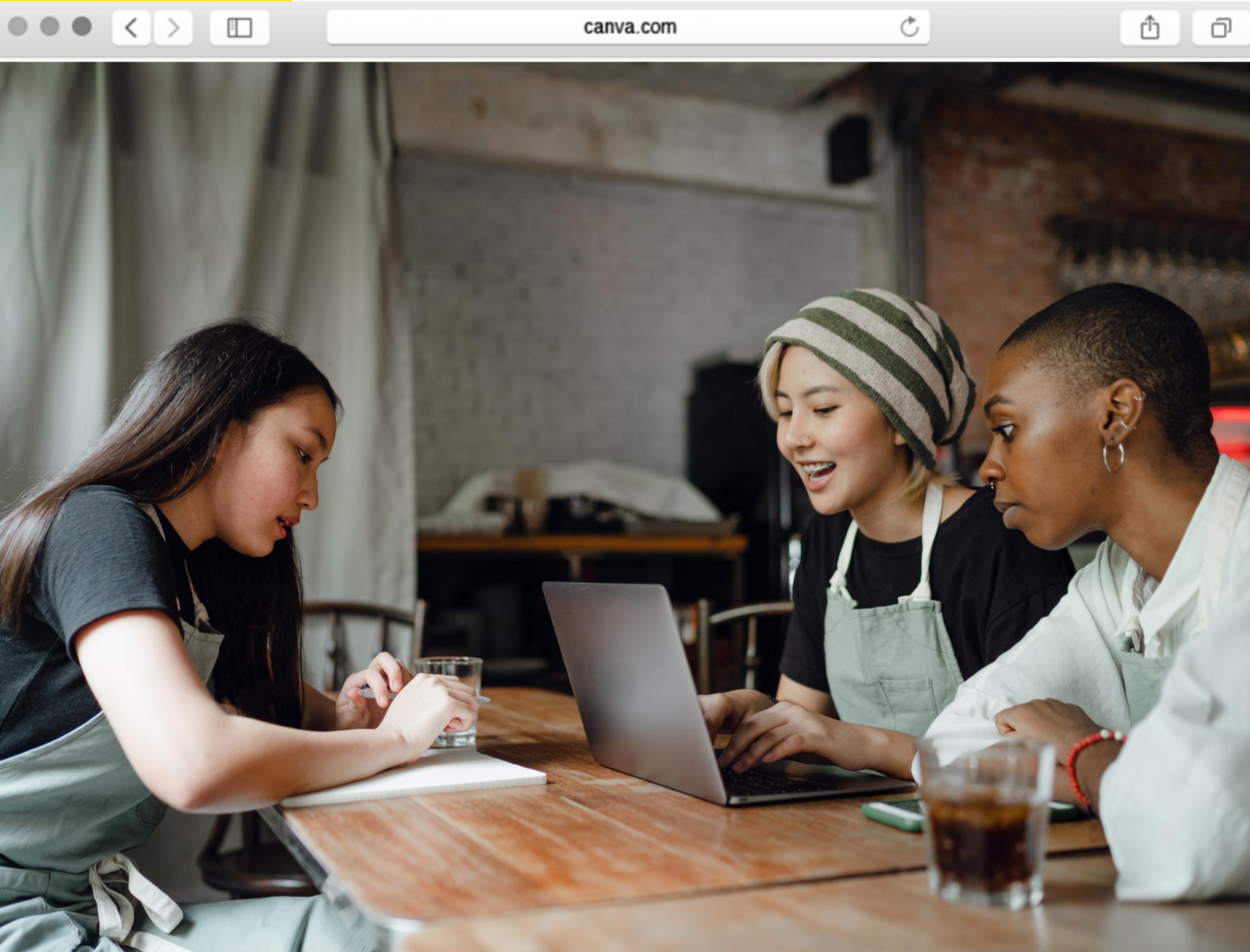


Introduction

The user will find the best places where to shop in the city of Toronto, Canada

Audience

Fashion/shopping addicted always lookin for the latest novelties. This tool would allow them to forecast what is growing more and more popular before it becomes too common. This report can also serve as a source of useful information for anyone who wishes to open a store in the best areas of Toronto in terms of traffic, in order to get, hopefully, incremental and higher reach.



Data

Foursquare

Get trending places, as well as all the shops in Toronto

Wikipedia

create a dataframe containing postalcode, borough and neighborhood

A CSV file

For latitude and longitude





Methodology



- By getting a visualization of the trending venues in a certain time of the day
- By getting a visualization of the shopping centers in the city of Toronto.
- By comparing the shopping centers location with the trending venues location. This would allow to infer which are the shopping places that are more likely to experience a favourable effect from the already high foot traffic in the nearby area



Results

By comparing the first map with the second it is possible to conclude that, for what concerns the early morning, Alderwood would be the area where:

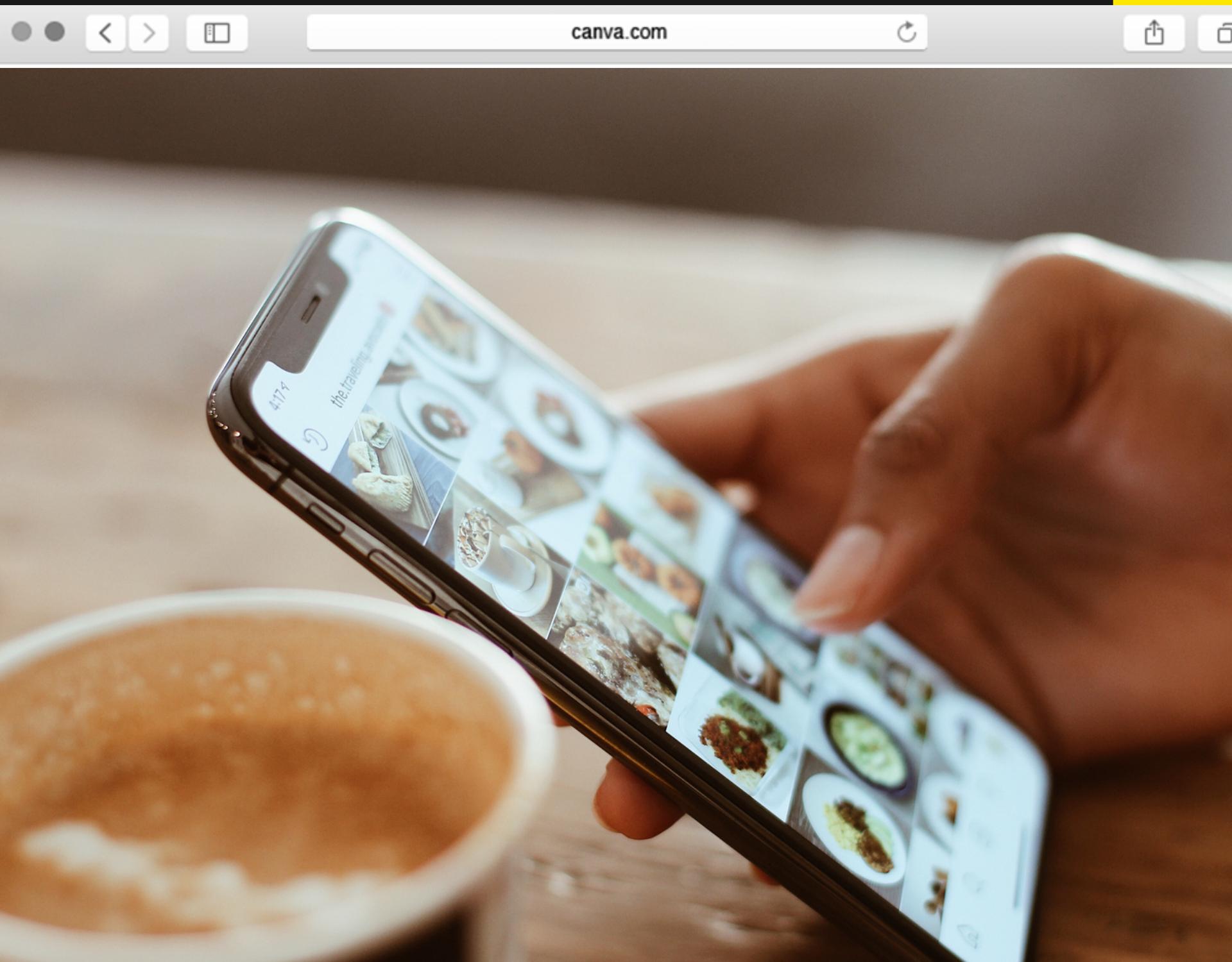
- The shops visualized in the second map can benefit from a higher foot traffic
- It would be advisable to open a shop, especially if the kind of goods sold are meant to target a morning audience

Discussion

Based on the remarks at point 4, it would be recommended for both an experienced shopper or a potential business owner, to consider the Alderwood area for any morning activity of interest.



Conclusion



At the end of this report, my considerations as a developer are:

- Not to rely extensively on the trending call, since it is likely not to give back the actual trending venues available on Foursquare, and even if it is, the number of venues available is so scarce that it doesn't represent a reliable source of information in terms of quantity
- In order for this report to be of any more reliability, it would be required to look for another way to extract information about foot traffic, as well as a higher number of observations spanned across the whole day, to check how trends would change throughout it, and these observations should be repeated across many days as well in order to represent a significant sample.