

Capstone Project - The Battle of Neighborhoods

Speedy Coffee mobile locations



Data:

As Speedy Coffee wishes to launch in Toronto, Battle of the Neighborhoods was able to leverage area data for Toronto acquired for a recent project, this data detailed the postal codes for all areas in Toronto with the postal prefix 'M', and was sourced from the following location:

[List of postal codes of Canada: M](#)

An example of the source data is shown below:

Postcode ◆	Borough ◆	Neighbourhood ◆
M1A	Not assigned	Not assigned
M2A	Not assigned	Not assigned
M3A	North York	Parkwoods
M4A	North York	Victoria Village
M5A	Downtown Toronto	Harbourfront
M6A	North York	Lawrence Heights
M6A	North York	Lawrence Manor
M7A	Downtown Toronto	Queen's Park
M8A	Not assigned	Not assigned
M9A	Queen's Park	Not assigned

Battle of the Neighborhoods will use the location data shown above to determine the data required to send to the Foursquare API to extract the venue information relevant to Speedy Coffee.

FourSquare is a location 'search and discovery' service used for locating businesses and venues for a given location, here is a link to FourSquare's website for more information:

[FourSquare City Guide](#)

Battle of the Neighborhoods will use the above two sets of data to ultimately generate a map for Speedy Coffee showing the locations of the coffee shops within Toronto's financial district.

An example of the data retrieved from FourSquare, after cleaning, is shown in the following screenshot:

	index	name	categories	lat	lng
0	4	Pilot Coffee Roasters	Coffee Shop	43.648835	-79.380936
1	16	Dineen @CommerceCourt	Coffee Shop	43.648251	-79.380127
2	22	Pilot Coffee Roasters	Coffee Shop	43.645018	-79.380415
3	25	Starbucks	Coffee Shop	43.647261	-79.378599
4	40	Starbucks	Coffee Shop	43.646731	-79.383951
5	57	Starbucks	Coffee Shop	43.650159	-79.377793
6	70	M Square Coffee Co	Coffee Shop	43.651218	-79.383555
7	78	Balzac's Coffee	Coffee Shop	43.644373	-79.383065
8	82	Versus Coffee	Coffee Shop	43.651213	-79.375236

An example of the final mappings Speedy Coffee requires is shown as follows:

