Capstone Project - The Battle of Neighborhoods
Speedy Coffee mobile locations

Introduction:

This report must "leverage the Foursquare location data to explore or compare neighborhoods or cities of your choice or to come up with a problem that you can use the Foursquare location data to solve" with this in mind, this report focuses on using the FourSquare API to retrieve location and venue data for a stated business type in a stated location.

Description:

Speedy Coffee is a (fictitious) mobile coffee start-up in Toronto looking to optimise the location of their mobile coffee carts.

Speedy Coffee have opted to select the financial district in Toronto to launch their service on the advice of a business consultant, however they are unsure where to locate their carts within the financial district to maximise sales.

Battle of the Neighborhoods has been employed to help Speedy Coffee determine the location of the existing coffee shops within the financial district, Speedy Coffee will then use this data to determine different strategies for their coffee cart placement within Toronto's financial district.

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 City Guide 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.