



The Battle of neighborhoods - Toronto

1. Description of the problem

Cynthia would like to open a new clothing store in the city of Toronto. More specifically, she is interested in the area of downtown Toronto, so she wants to explore where are located the already existing stores so as to decide accordingly.

2. Description of the Data

The data that will be used are:

- Toronto neighborhood data
- Venues in Toronto

Toronto neighborhood data: The following Wikipedia page (https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M) will be used to pull information such as postal codes, boroughs and neighborhoods of Canada.



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List of postal codes of Canada: M

From Wikipedia, the free encyclopedia

This is a list of [postal codes in Canada](#) where the first letter is M. Postal codes beginning with characters are listed, corresponding to the Forward Sortation Area.

[Canada Post](#) provides a free postal code look-up tool on its website,^[1] via its [applications](#) for s CD-ROMs. Many vendors also sell validation tools, which allow customers to properly match ac offices, and some libraries.

Toronto - FSAs [\[edit \]](#)

Note: There are no rural FSAs in Toronto, hence no postal codes should start with M0, however Mississauga, suggesting that Canada Post may be allocating the M0 FSA for high volume addre

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

Venues in Toronto: Foursquare API will help us to get venues by category, location and the relevant business names.

Venues and location JSON data can be found on Foursquare API call.

<https://foursquare.com>

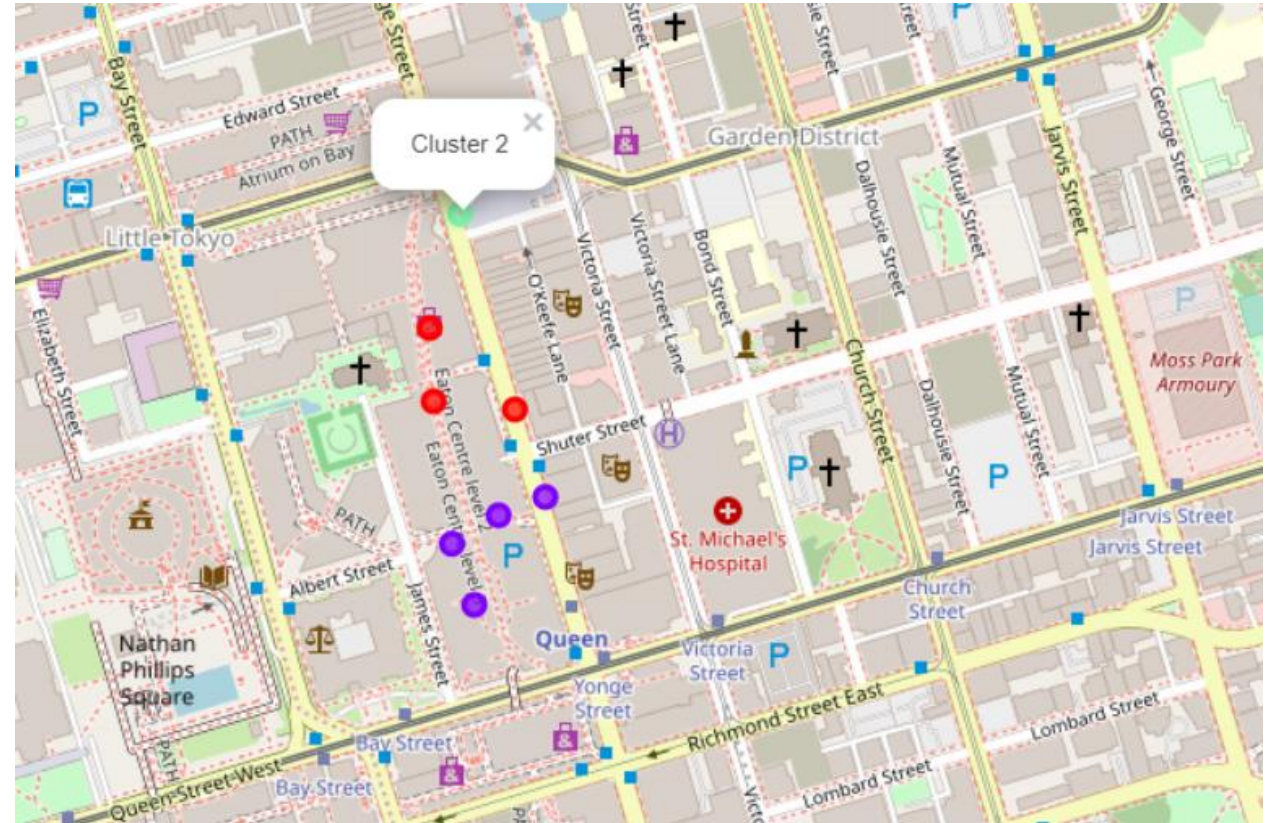
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```

3. Methodology

- Data cleaning and analysis of the data pulled by Wikipedia and Foursquare
 - Convert into data frames so as to handle them
 - K-Means clustering method to identify location groups of existing clothing stores
 - Create folium map to visualize the groups of stores
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4. Results

- Downtown Toronto clothing stores are located in a specific area close to each other
- Can be separated into 3 groups
- Only 1 store is more far from the others; this is UNIQLO ユニクロ that belongs to cluster 2



5. Conclusions

Cynthia should consider to open a new clothing store in the area of cluster 2 as only 1 store exists there

As a result the competition will be limited so her new business have the potential to grow.
