


Business Relocation Analysis and Assistance



by: Dhouha Cherif



Introduction

The goal of this project is to provide an analysis and visualizations to help entrepreneur who is willing to choose his business location to better understand **foot traffic** and **competitiveness** in every neighborhood in a city of his choice.

- Competitiveness
- Foot traffic
- Example: Toronto city
- Business: restaurant

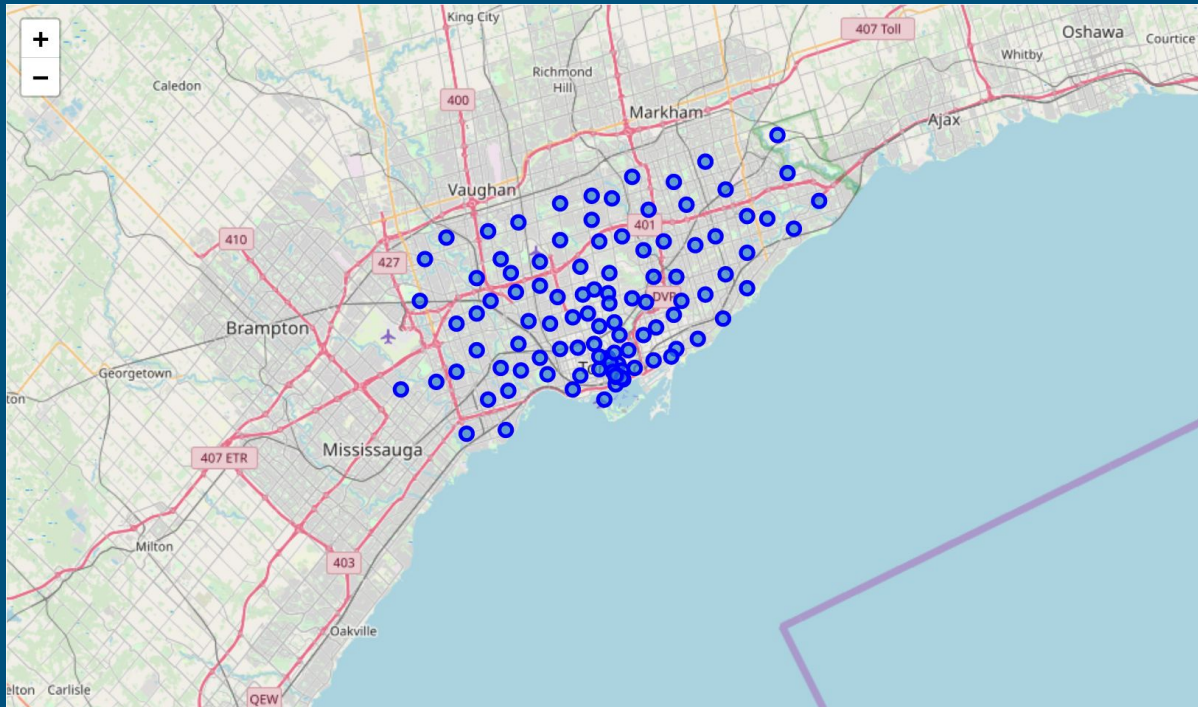
Data

- Wikipedia
- Foursquare API

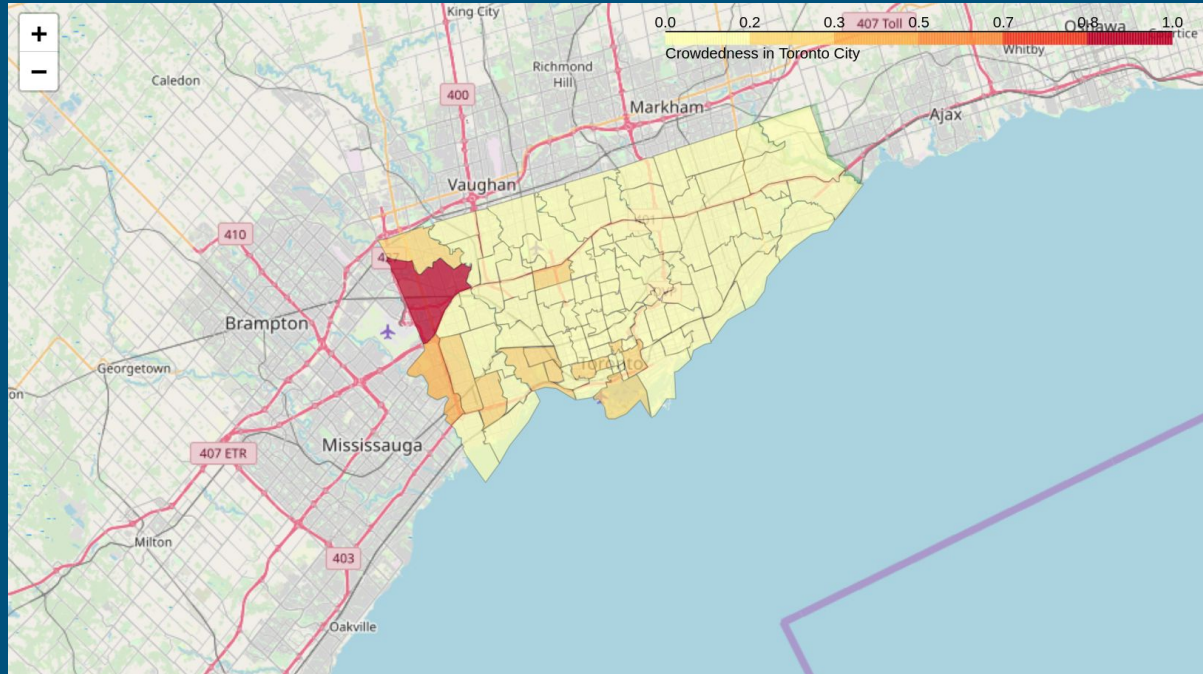
Methodology

- Web scraping and data cleaning
- Add longitude and latitude data
- Explore neighborhood in Toronto city
- Analyse venues and competitors in a given area
- Cluster neighborhood w.r.t venues categories

Toronto city neighborhood



Crowdedness in Toronto city



Neighborhood profile

----Rouge,Malvern----

	venue	freq
0	Zoo	0.12
1	Pharmacy	0.12
2	Dessert Shop	0.12
3	Campground	0.12
4	Spa	0.12

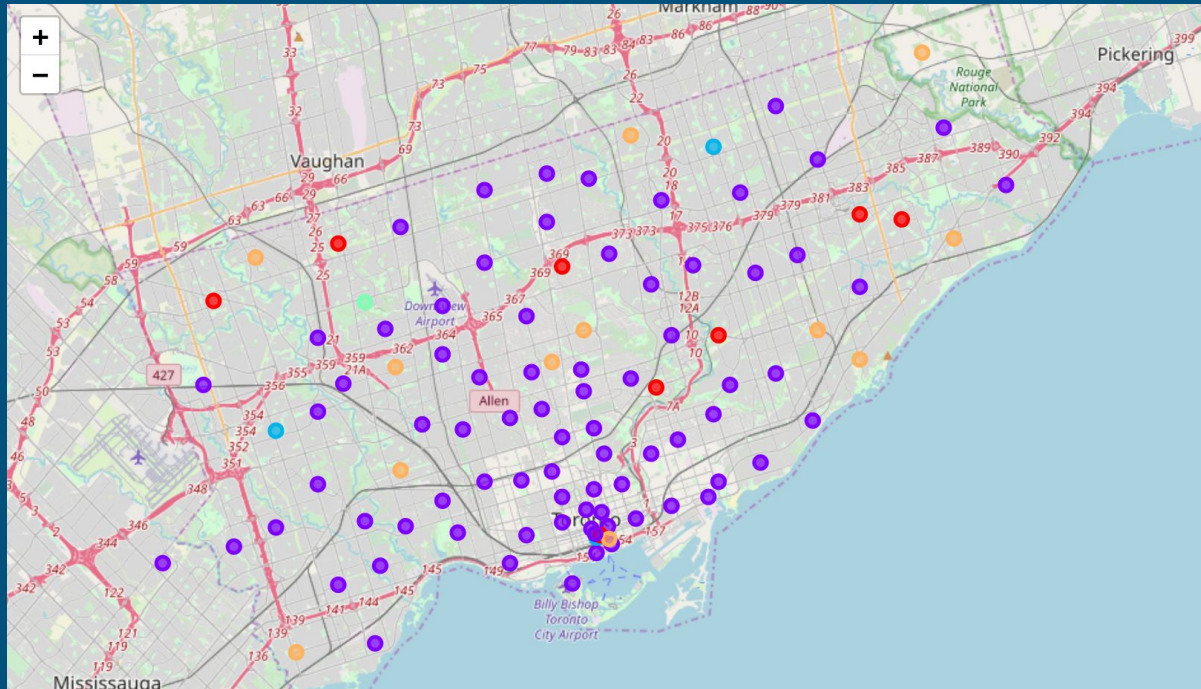
----Highland Creek,Rouge Hill,Port Union----

	venue	freq
0	Beach	0.14
1	Italian Restaurant	0.14
2	BBQ Joint	0.14
3	Cosmetics Shop	0.14
4	Athletics & Sports	0.14

----Guildwood,Morningside,West Hill----

	venue	freq
0	Pizza Place	0.18
1	Burger Joint	0.09
2	Park	0.09
3	Fried Chicken Joint	0.09
4	Breakfast Spot	0.09

Neighborhood clustering



Nearby venues and competitors for a given address and within a given radius

	PostalCode	Borough	Neighborhood	VenueName	VenueCategory	VenueLatitude	VenueLongitude
228	M5B	Downtown Toronto	Ryerson,Garden District	Elgin And Winter Garden Theatres	Theater	43.653394	-79.378507
351	M5C	Downtown Toronto	St. James Town	Fahrenheit Coffee	Coffee Shop	43.652384	-79.372719
352	M5C	Downtown Toronto	St. James Town	Pearl Diver	Gastropub	43.651481	-79.373600
353	M5C	Downtown Toronto	St. James Town	Triple A Bar (AAA)	BBQ Joint	43.651658	-79.372720
355	M5C	Downtown Toronto	St. James Town	Versus Coffee	Coffee Shop	43.651213	-79.375236
358	M5C	Downtown Toronto	St. James Town	Cambridge Suites Toronto	Hotel	43.651836	-79.378107
364	M5C	Downtown Toronto	St. James Town	Vintage Conservatory	Speakeasy	43.652229	-79.373487

	PostalCode	Borough	Neighborhood	VenueName	VenueCategory	VenueLatitude	VenueLongitude
347	M5C	Downtown Toronto	St. James Town	Gyu-Kaku Japanese BBQ	Japanese Restaurant	43.651422	-79.375047
349	M5C	Downtown Toronto	St. James Town	Terroni	Italian Restaurant	43.650927	-79.375602
350	M5C	Downtown Toronto	St. James Town	GEORGE Restaurant	Restaurant	43.653346	-79.374445
354	M5C	Downtown Toronto	St. James Town	Mystic Muffin	Middle Eastern Restaurant	43.652484	-79.372655
359	M5C	Downtown Toronto	St. James Town	NAMI	Japanese Restaurant	43.650853	-79.375887
361	M5C	Downtown Toronto	St. James Town	The Carbon Bar	Restaurant	43.653367	-79.374965
363	M5C	Downtown Toronto	St. James Town	La Bettola Di Terroni	Italian Restaurant	43.651993	-79.378056

Conclusion

- Get more data to avoid **bias**.
- Extend project to other **possibilities**.

