

Where to open a coffee shop in Toronto

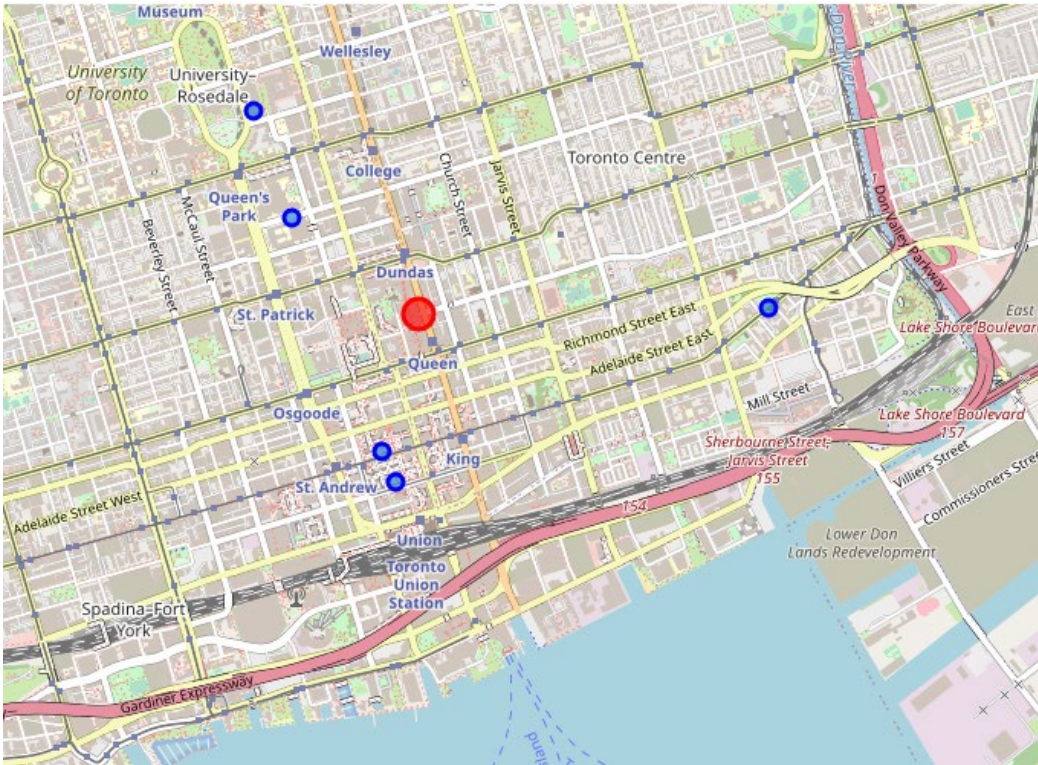
Data Science Capstone Project
Battle of the Neighbourhoods

The problem and approach:

- ▶ We are a company looking to buy five coffee shops in downtown Toronto
- ▶ We want to know where has the most coffee shops and five potential locations for our new shops.
- ▶ We will use foursquare to find existing locations and hotspots for coffeeshops in the downtown area



Step 1: Which Neighbourhoods have the most coffee shops?



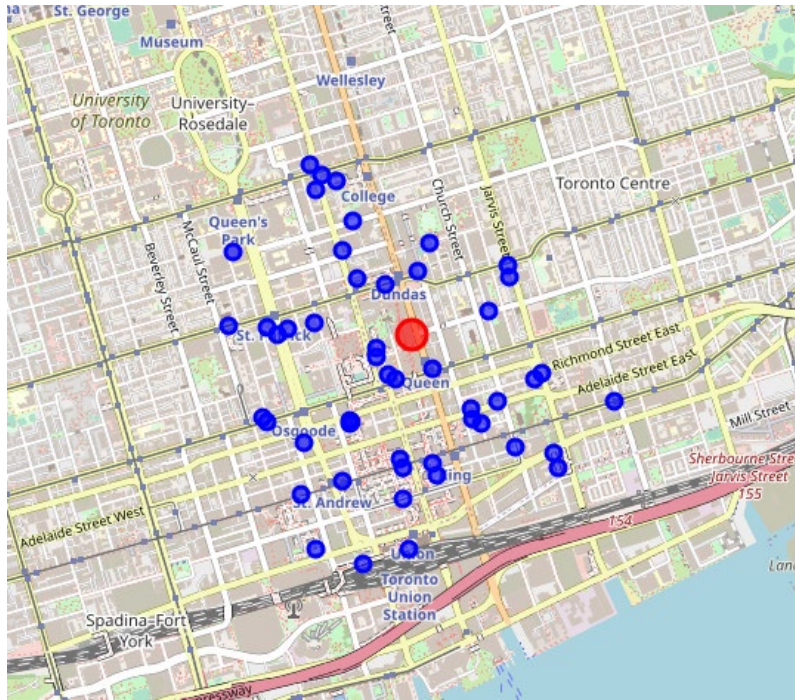
	Neighborhood	Coffee Shop	Donut Shop	Total
10	Queen's Park, Ontario Provincial Government	0.200000	0.00	0.200000
2	Central Bay Street	0.180000	0.02	0.180000
11	Regent Park, Harbourfront	0.155556	0.00	0.155556
17	Toronto Dominion Centre, Design Exchange	0.100000	0.00	0.100000
6	First Canadian Place, Underground city	0.100000	0.00	0.100000

Blue circles
represent
Neighbourhoods

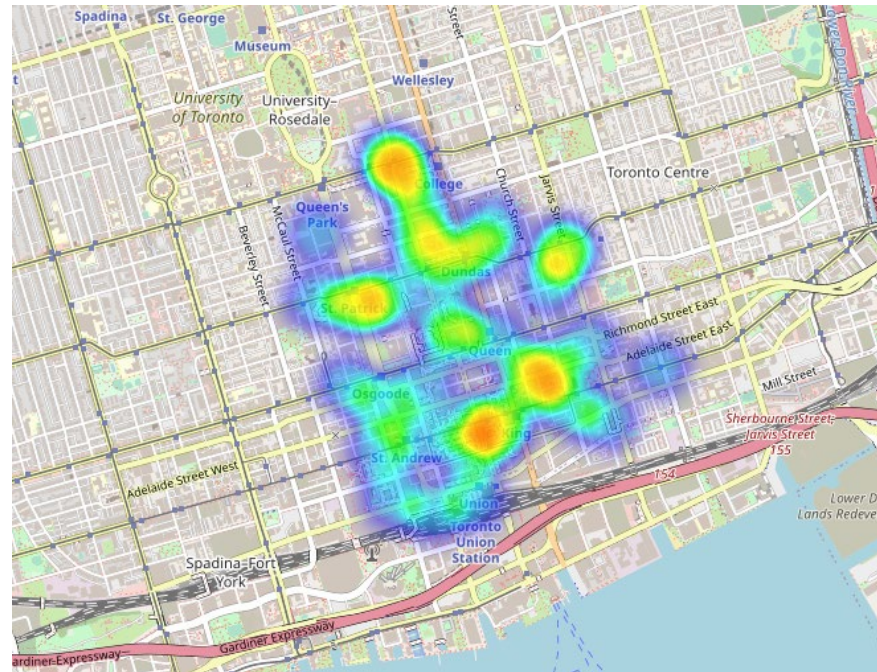
Red circle is the
center point

Where are coffee shops located around that center point?

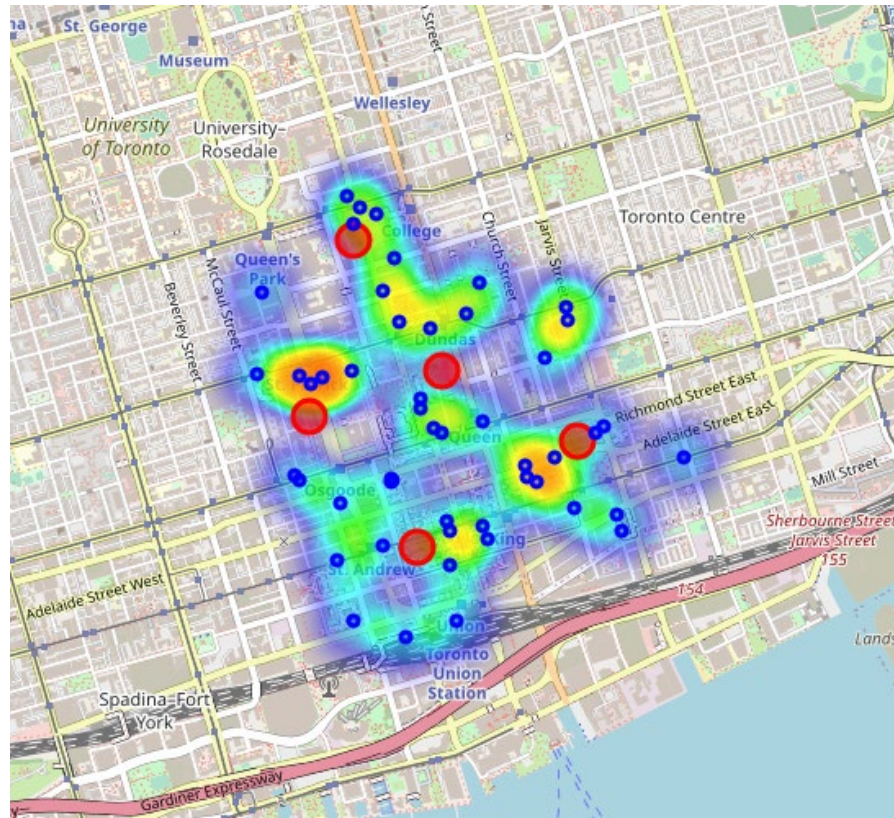
Venues as points



Heatmap



We could use the hotspots to identify locations, but let's be a bit more analytical. We will use k means clustering to find five cluster centres



Great! Our five locations are around:

1. 110 Lombard St,
 2. the Eaton Centre,
 3. King St and Bay St,
 4. 380 University Ave
 5. 760 Bay St.
- Unsurprisingly our clusters are near our hotspots. Now we have five potential locations for our new coffee shops!

