COMPETITIOR OR COMPLEMENTATION

Eduardo Cruz

Introduction

In the United States, small businesses represent the 99.9% of all firms, and nearly a half of private sector employees. Also they contributed to the 65.9% of job creation between 2000 and 2017[1].

Problem

In the face of the challenge of starting a new small business there are several strong competitors that can truly obstruct the sucess of this new business.

The problem here is to decide to compete with them or look for a complementation.

Interest

The results of this work could be very helpful for anyone who is looking to start a new business and if he or she is not totally sure what kind of business may be the best option in a certain zone.

Data Sources

Two cities will be compared: Toronto, Canada and New York, USA in order to obtain data about venues per boroughs and neighborhoods. All of this data will be obtained from FourSquare database.

Data Sources

The data about boroughs, neighborhoods names and coordinates for New York are avaliable at hppts://cocl.us/new_york_dataset and for Toronto postal codes are avaliable at https://en.wikipedia.org/wiki/List of postal codes of Canada : M and coordinates are avaliable at https://cocl.us/Geospatial_data.

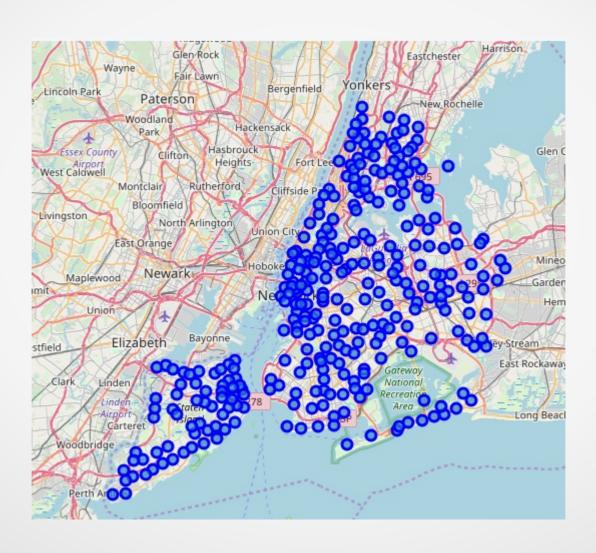
Data of venues is avaliable at FourSquare Database.

Comparison between two cities



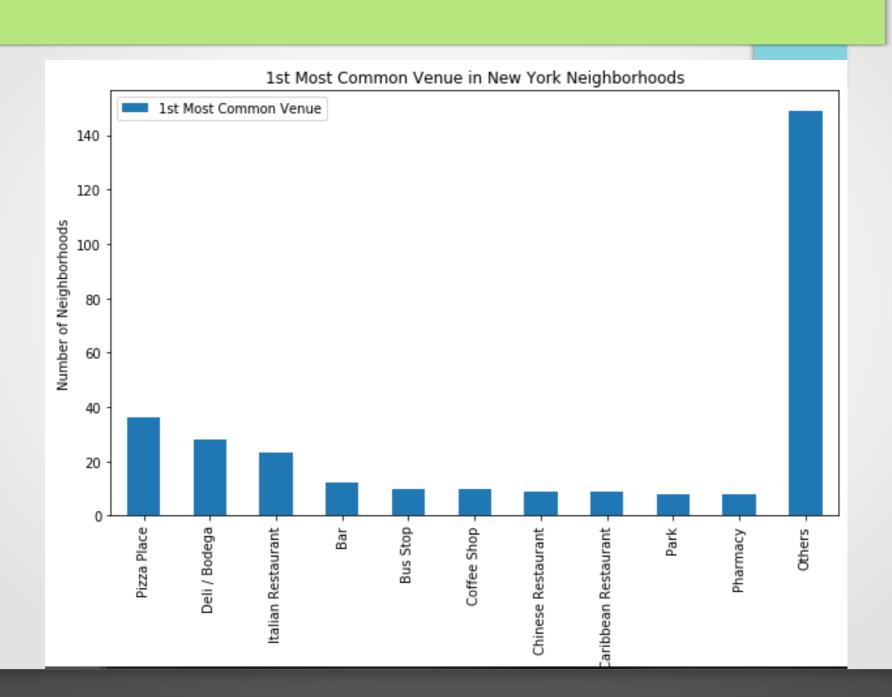


Map of New York



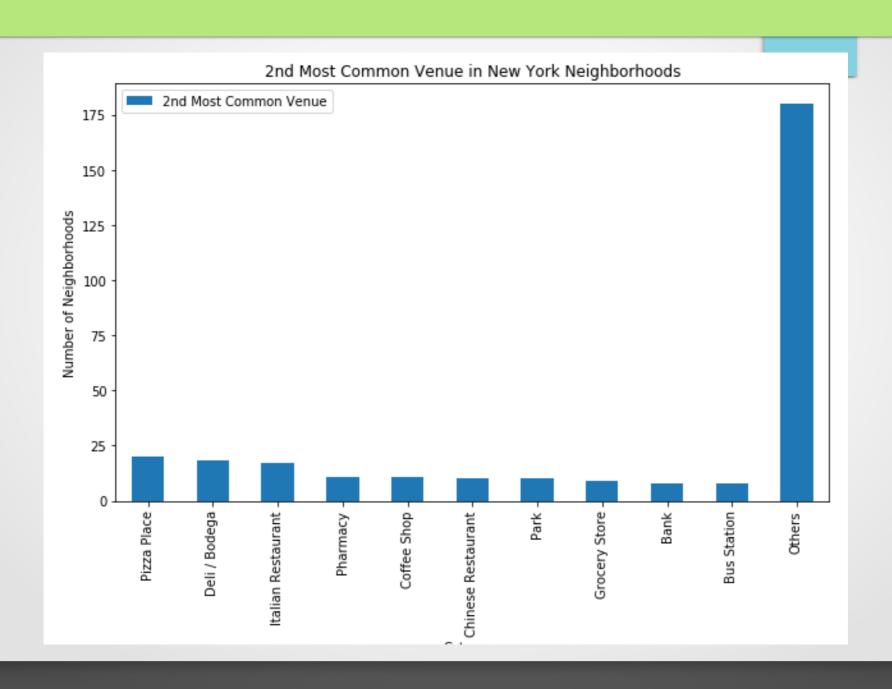
1st Most Common Venue per number of Neighborhoods in NY

	1st Most Common Venue
Pizza Place	36
Deli / Bodega	28
Italian Restaurant	23
Bar	12
Bus Stop	10
Coffee Shop	10
Chinese Restaurant	9
Caribbean Restaurant	9
Park	8
Pharmacy	8
Others	149



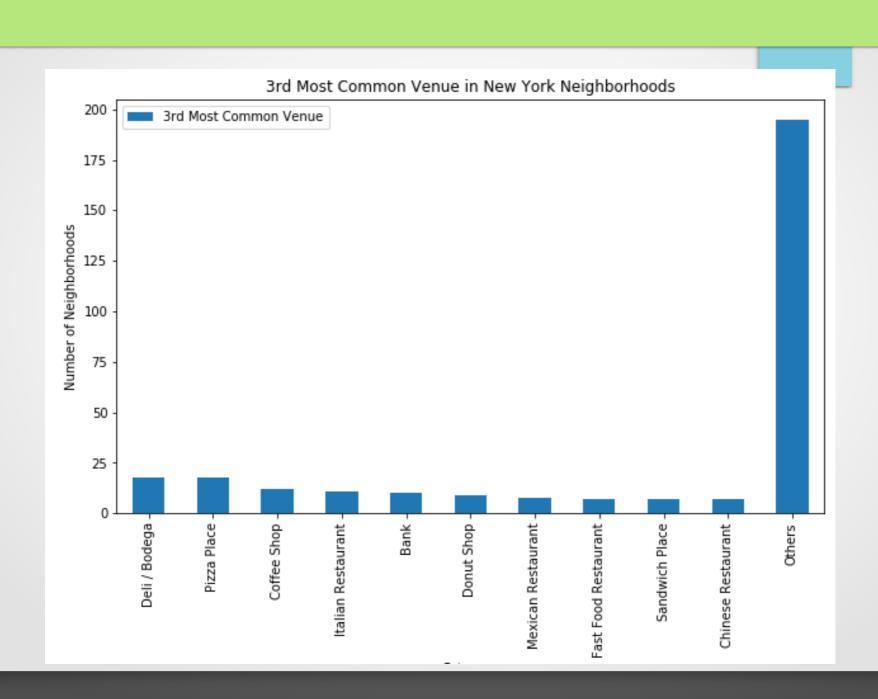
2nd Most Common Venue per number of Neighborhoods in NY

	2nd Most Common Venue
Pizza Place	20
Deli / Bodega	18
Italian Restaurant	17
Pharmacy	11
Coffee Shop	11
Chinese Restaurant	10
Park	10
Grocery Store	9
Bank	8
Bus Station	8
Others	180

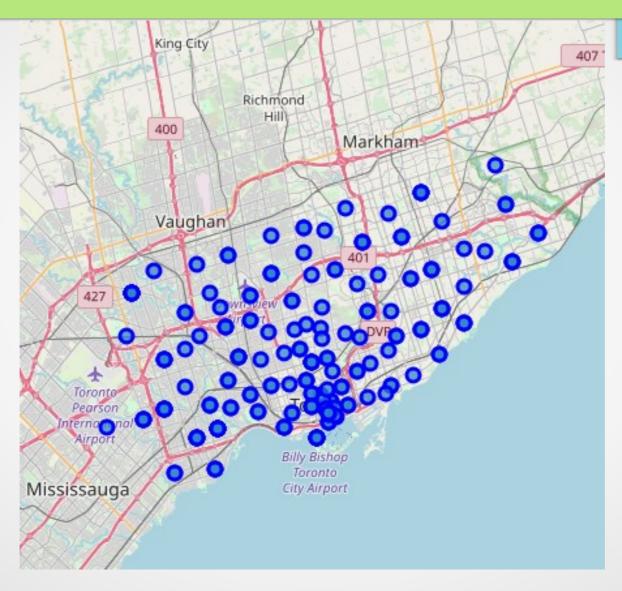


3rd Most Common Venue per number of Neighborhoods in NY

	3rd Most Common Venue
Deli / Bodega	18
Pizza Place	18
Coffee Shop	12
Italian Restaurant	11
Bank	10
Donut Shop	9
Mexican Restaurant	8
Fast Food Restaurant	7
Sandwich Place	7
Chinese Restaurant	7
Others	195

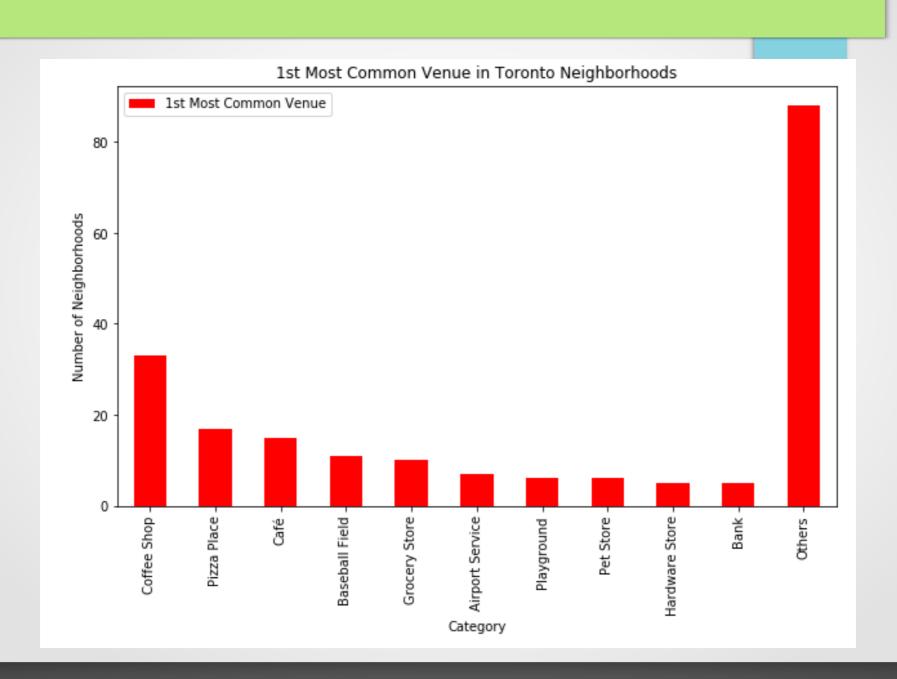


Map of Toronto



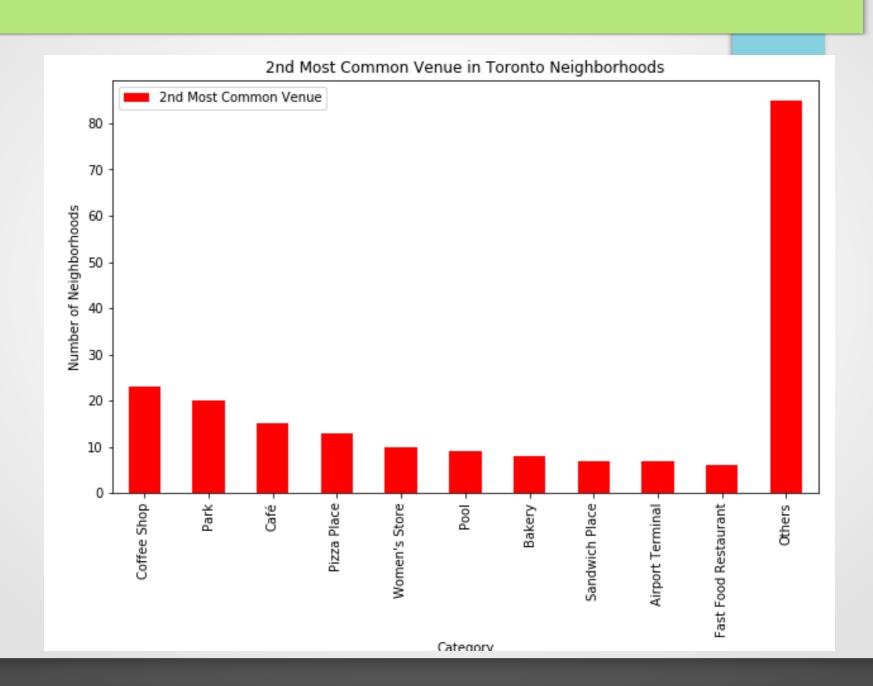
1st Most Common Venue per number of Neighborhoods in Toronto

	1st Most Common Venue
Coffee Shop	33
Pizza Place	17
Café	15
Baseball Field	11
Grocery Store	10
Airport Service	7
Playground	6
Pet Store	6
Hardware Store	5
Bank	5
Others	88



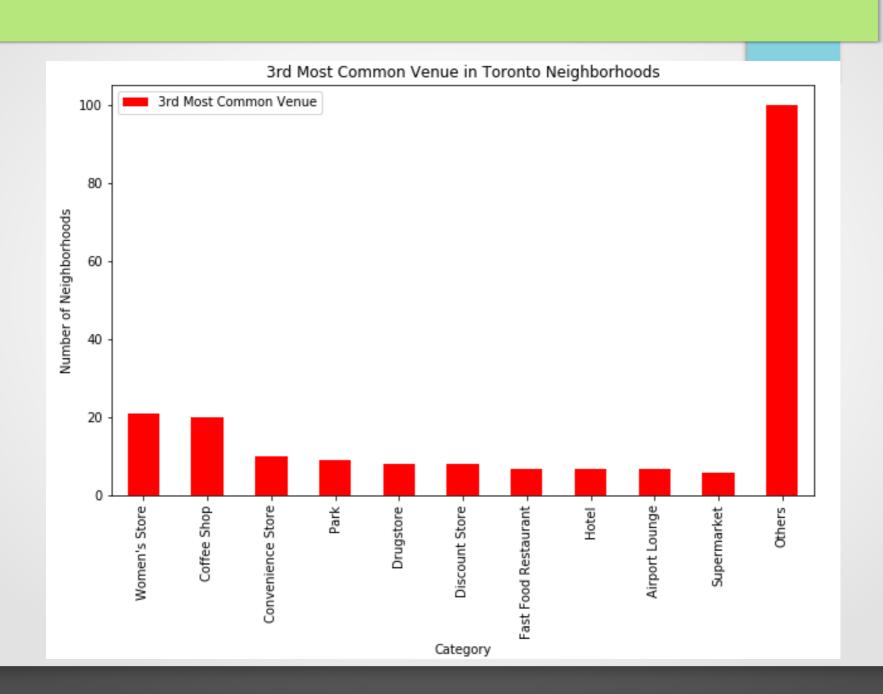
2nd Most Common Venue per number of Neighborhoods in Toronto

	2nd Most Common Venue
Coffee Shop	23
Park	20
Café	15
Pizza Place	13
Women's Store	10
Pool	9
Bakery	8
Sandwich Place	7
Airport Terminal	7
Fast Food Restaurant	6
Others	85



3rd Most Common Venue per number of Neighborhoods in Toronto

	3rd Most Common Venue
Women's Store	21
Coffee Shop	20
Convenience Store	10
Park	9
Drugstore	8
Discount Store	8
Fast Food Restaurant	7
Hotel	7
Airport Lounge	7
Supermarket	6
Others	100



Unique Categories in NY and Toronto

New York

	Unique Categories	Neighborhoods
0	20	Allerton
1	20	Annadale
2	20	Arden Heights
3	20	Arlington
4	20	Arrochar
5	20	Arverne
6	20	Astoria
7	20	Astoria Heights
8	20	Auburndale
9	20	Bath Beach

Toronto

	Unique Categories	Neighborhoods
0	20	Adelaide
1	20	Agincourt
2	20	Agincourt North
3	20	Albion Gardens
4	20	Alderwood
5	20	Bathurst Manor
6	20	Bathurst Quay
7	20	Bayview Village
8	20	Beaumond Heights
9	20	Bedford Park

Unique Categories in NY and Toronto

 In both cities the 20th most common venues belong to different categories.

Conclusions

- The first three places of most common venues where similar to each other.
- In these venues, the most common categories were Pizza Place, Coffee Shop and several kinds of restaurants.
- The 20th most common venues belong to unique categories.
- This indicates a complementation instead of competition.