



# Neighbourhood Selection for New Organic Grocery Store

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# Introduction

- Toronto is a large, growing, and diverse city in Canada
- Demand for organic groceries is increasing
- Problem: Locate the best neighbourhoods in Toronto for a new organic grocery store based on existing grocery stores
- Interest: Prospective business owners

# Data

- Geographical data
  - Boroughs, neighbourhoods, and postal codes from Wikipedia
  - Postal codes and coordinates from a CSV file
  - Reduced to target area of Downtown, East, West, and North Toronto boroughs
- Venue data
  - Venues in Toronto from Four Square API
  - Grouped by venue category to Organic (Organic Grocery, Health Food Store, Farmers Market, Fruit & Vegetable Store) and Conventional (Grocery Store, Supermarket)

# Methodology

- Exploratory Analysis
  - Visualization of distribution
- Neighbourhood Selection Method
  - Organic:Conventional by neighbourhood

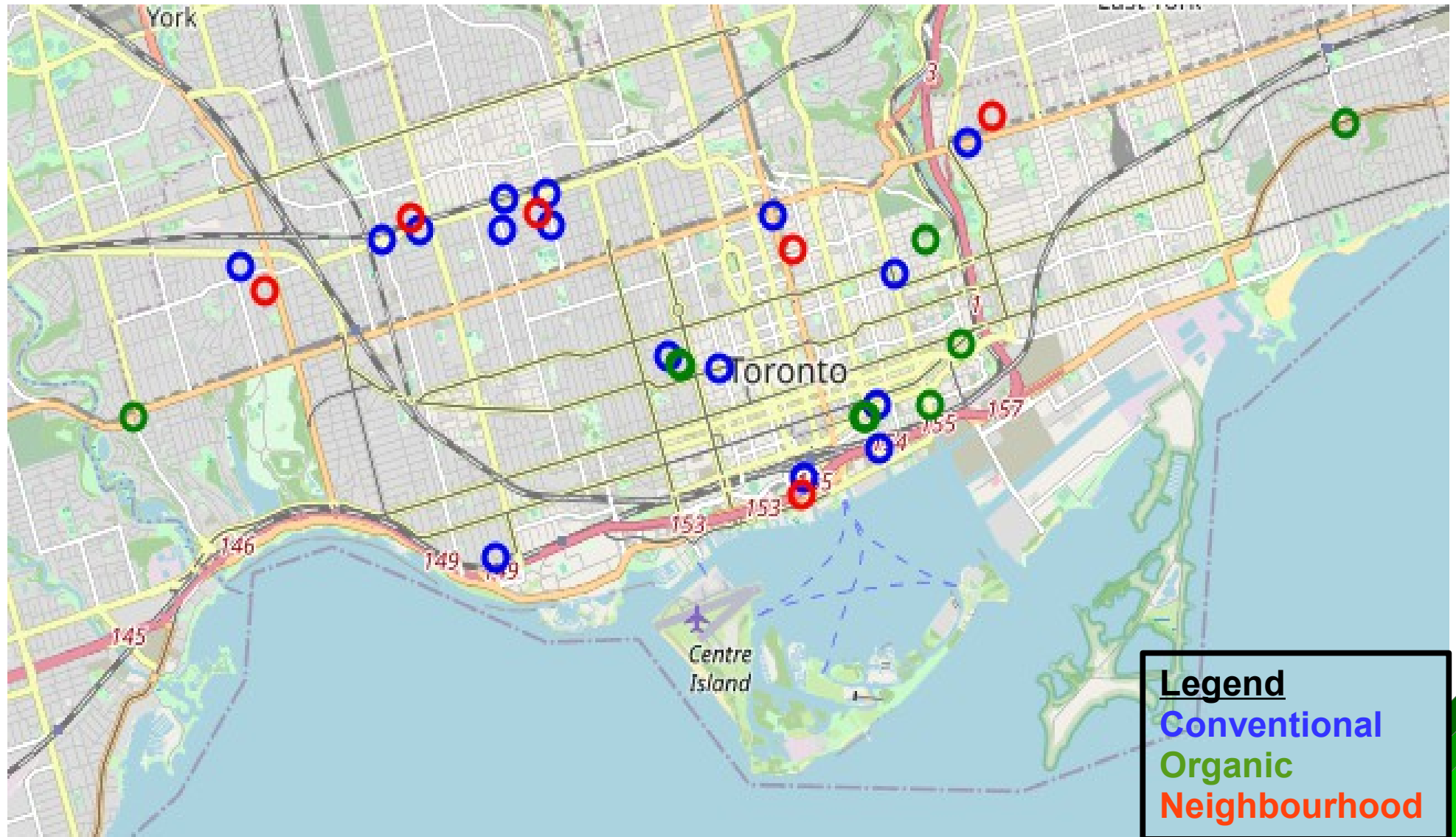


# Results and Discussion

Neighbourhood	Organic	Conventional	Ratio
Christie	0	4	0
Dufferin, Dovercourt Village	0	2	0
Brockton, Parkdale Village, Exhibition Place	0	1	0
Church and Wellesley	0	1	0
Harbourfront East, Union Station, Toronto Islands	0	1	0
High Park, The Junction South	0	1	0
The Danforth West, Riverdale	0	1	0
Kensington Market, Chinatown, Grange Park	2	2	1
St. James Town, Cabbagetown	1	1	1
Berczy Park	2	1	2
St. James Town	2	1	2
Regent Park, Harbourfront	2	0	Nil
Runnymede, Swansea	1	0	Nil
The Beaches	1	0	Nil

- Neighbourhoods in red box are the best choice (conventional but no organic stores currently)
- Data set may not be representative of all grocery store types and locations due to source

# Results and Discussion



# Conclusion

- Demand for organic groceries is increasing
- Location is an important factor in business success
- Geographical analysis supports decision-making process