

# Where to open a coffee shop in Toronto?

By Felipe de la Mora

# Why open a business in Toronto?

- Canada's gross domestic product was 1.76 trillion dollars
- Toronto's average income is \$47,082
- Canada's GDP per capita was \$48,100.
- 40 million visitors per year

# Where does the data comes from?

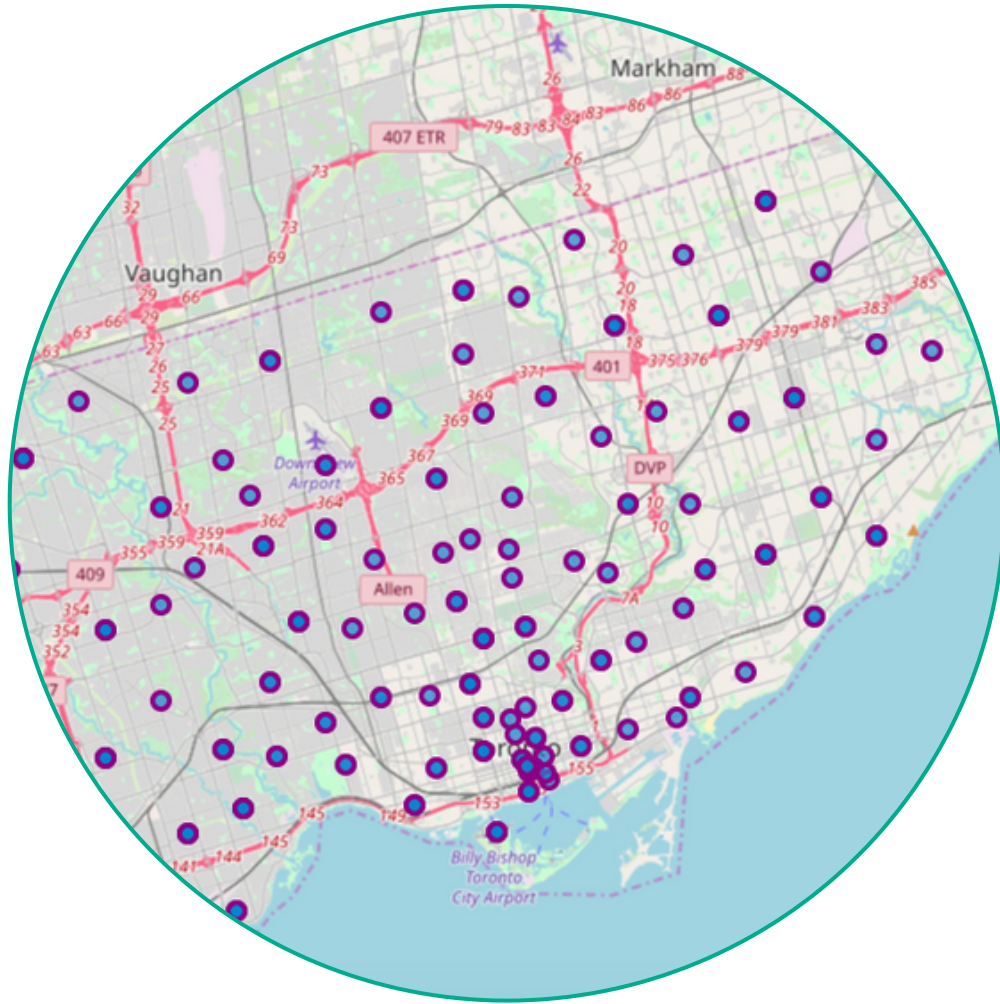


Wikipedia's List of Postal Codes for Toronto (Postal Code, Borough, Neighborhood)



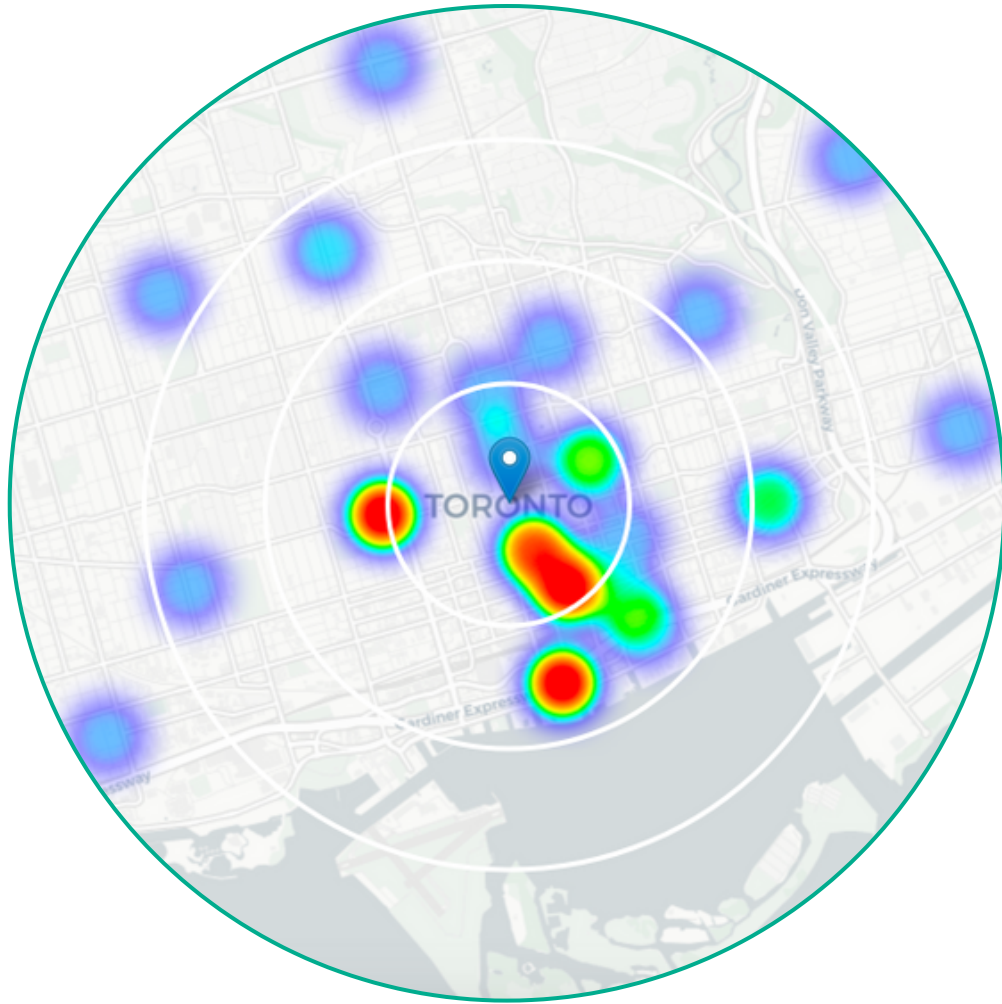
Foursquare API data (Venues Names, Categories, Location)

# Toronto's Neighborhoods Distribution



This is how Toronto looks like from a Neighborhood perspective, looks like a nice distribution.

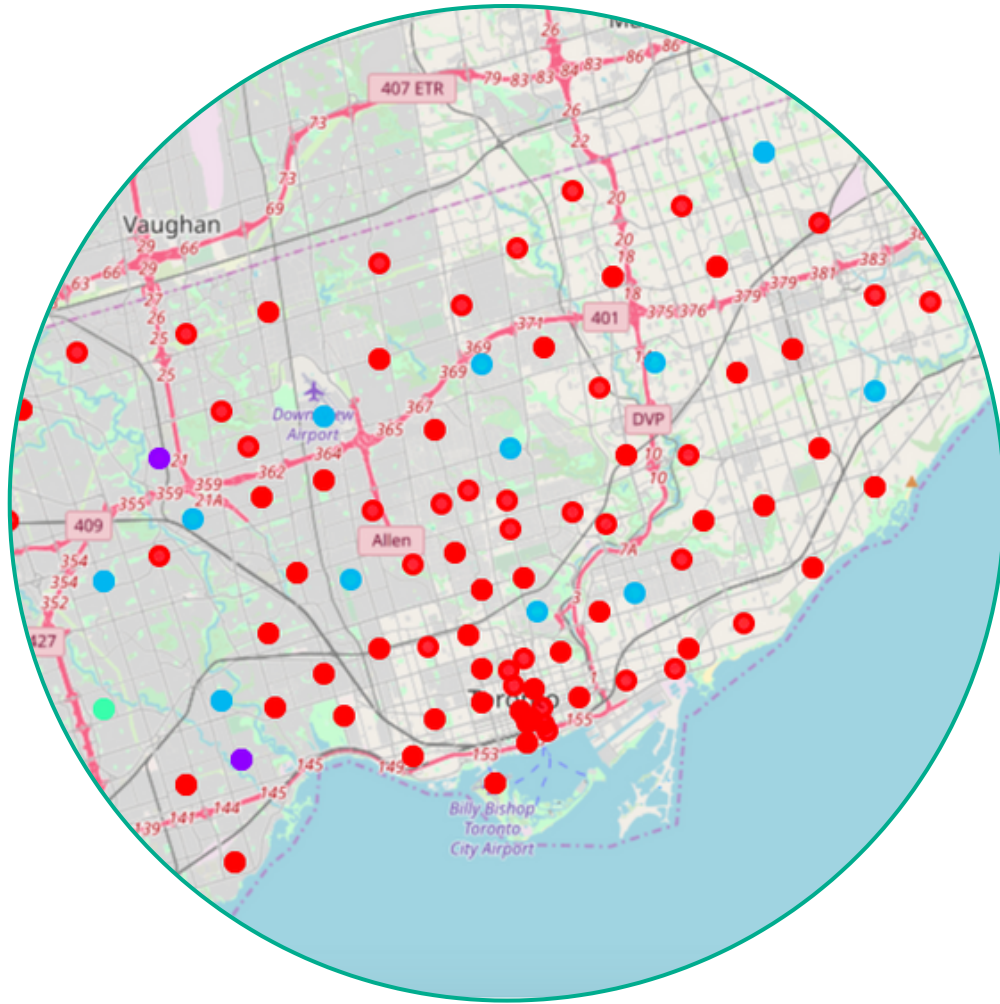
# Toronto's Coffee Shops Heatmap



**We can easily spot that most of the coffee shops are found on city downtown area.**



# Toronto's Cluster Map



**Red clusters = Not recommended neighbors**

# Conclusions

- Built a k-mean algorithm to find potential clusters to open a coffee shop
- Additional factors could be considered, like people density per neighborhood or time series to spot trends.
- Additional comparisons between clusters (neighborhoods) could be performed
- For future analysis, more Foursquare categories could be added like Trend, Address and Score.