

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

# Chocolate Marketing Campaign in Coffee Shops - Toronto

By Georges Moussa

## A- Introduction and Business Problem:

### Chocolate company concerned:

- Product: chocolate
- Entering a new market through coffee shops.

### Requests:

- Most recommended coffee shops in Canada to sell chocolate.
- High number of coffee shops with good ratings.

## B- Data:

- Toronto City data: *table from Wikipedia.*
- Get latitudes and longitudes from [https://cocl.us/Geospatial\\_data](https://cocl.us/Geospatial_data)
- Data source: *Foursquare API*



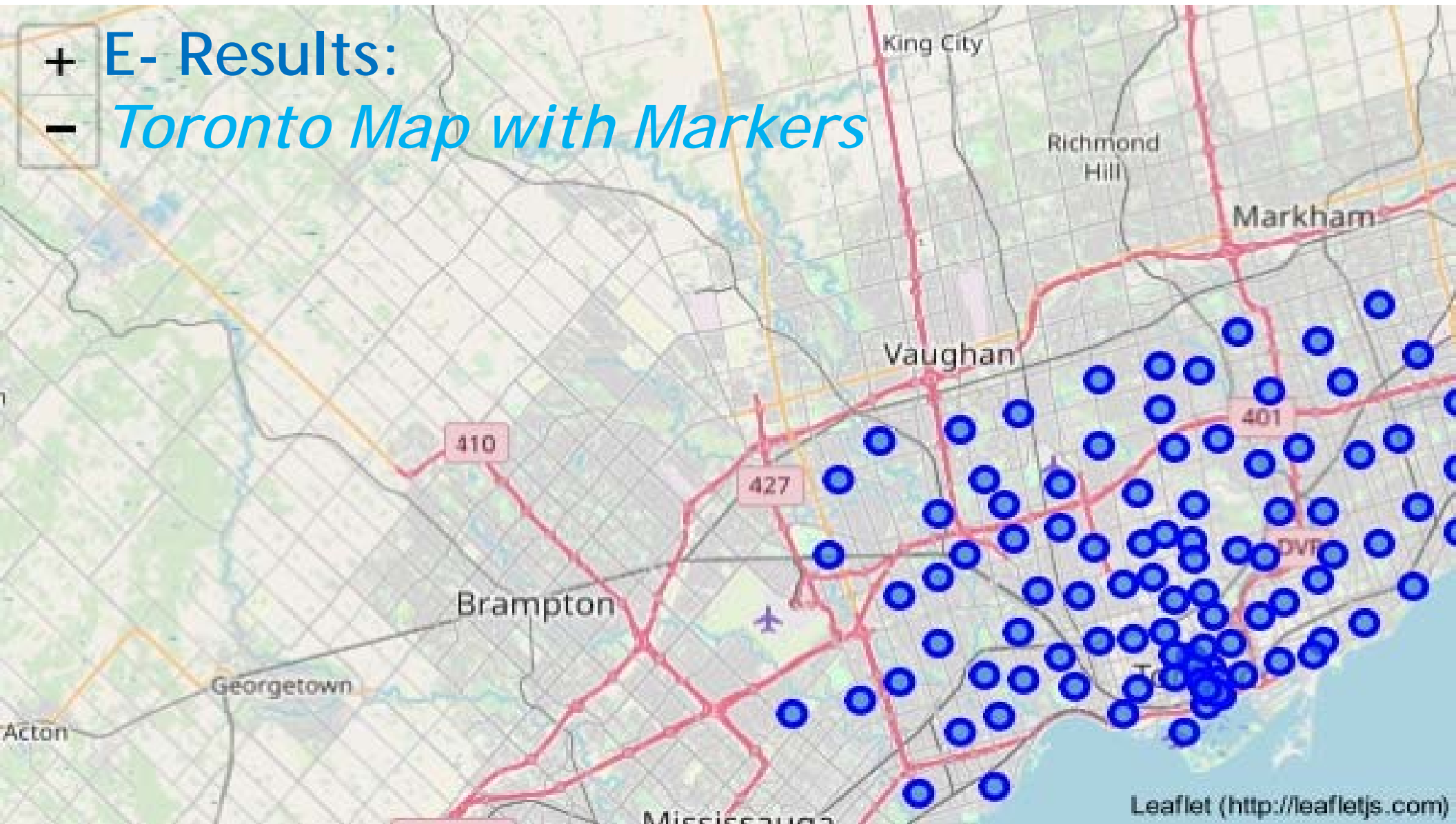
## C- Methodology and Data Analysis -1:

- Use Foursquare to find all venues for each neighborhood.
- Filter all venues to get the best coffee shops.
- Finally, get the most relevant cluster (group) for Coffee shops and Cafés.

## D- Questions to answer

- 1- What are the best locations in Toronto City for coffee shops?
- 2- Which groups are the most relevant to the chocolate company?
- 3- What are the best 3 places to choose?

+ E- Results:  
- *Toronto Map with Markers*





## E- Results:

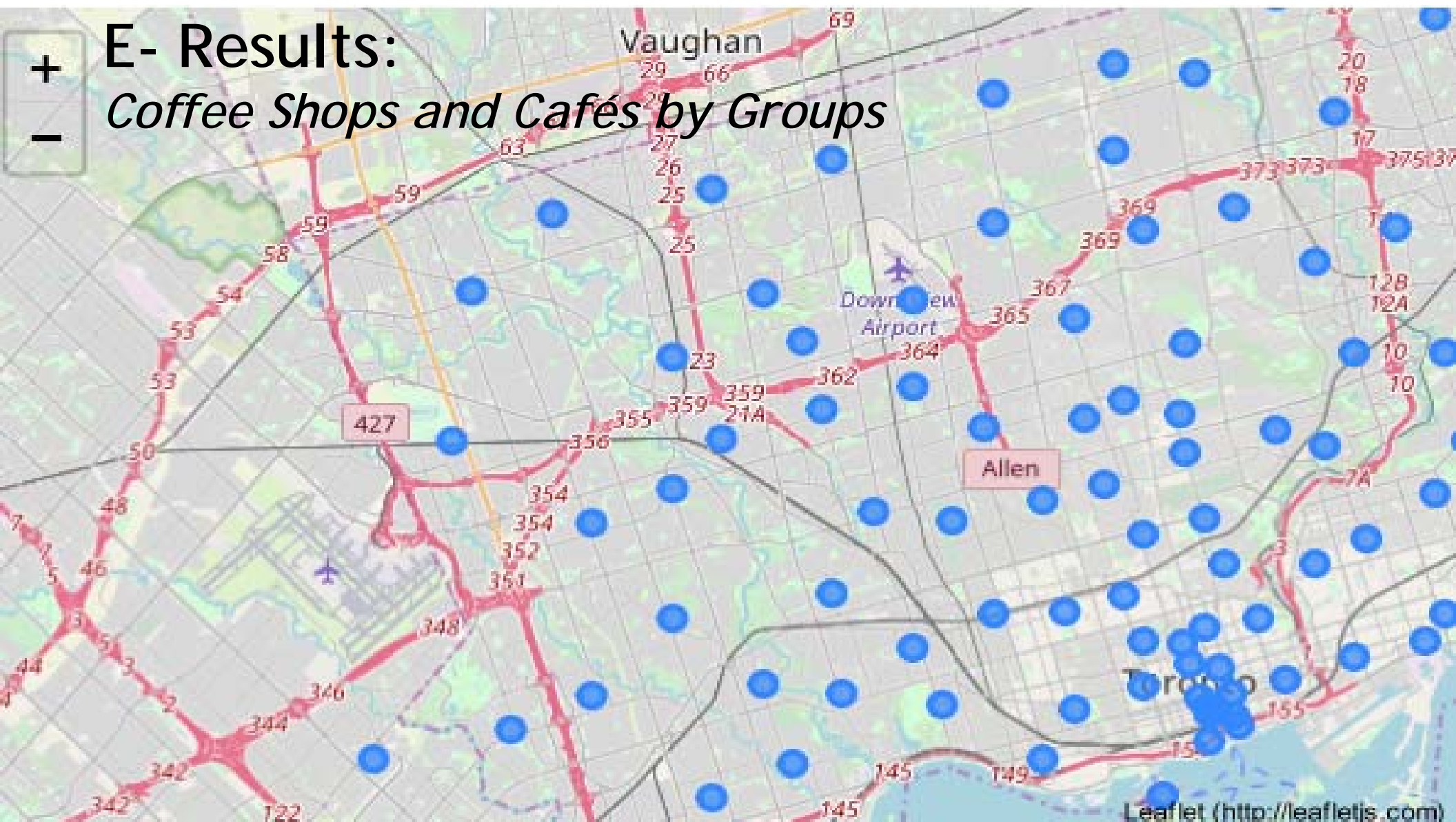
*Coffee shops and Cafés as 1<sup>st</sup> most common venues*

	Neighborhood	1st Most Common Venue
0	Agincourt	Coffee Shop
1	Alderwood, Long Branch	Café
2	Bathurst Manor, Downsview North, Wilson Heights	Coffee Shop
3	Bayview Village	Café
4	Bedford Park, Lawrence Manor East	Café

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## E- Results: *Coffee Shops and Cafés by Groups*





## Places with Coffee shops and Cafés as the 1<sup>st</sup> and 2<sup>nd</sup> most common venues:

Borough	Cluster Labels	1st Most Common Venue	2nd Most Common Venue
Downtown Toronto	0.0	Coffee Shop	Café
Downtown Toronto	0.0	Coffee Shop	Café
Downtown Toronto	0.0	Coffee Shop	Café

Borough	Cluster Labels	1st Most Common Venue	2nd Most Common Venue
East York	2.0	Café	Coffee Shop
North York	2.0	Café	Coffee Shop
North York	2.0	Café	Coffee Shop

## F- Final Conclusions:

. *For cafés*, the best places to start the marketing campaign are East York and North York.

. *For Coffee shops*, the best places to start the marketing campaign are Downtown Toronto and also East York.

## G- Limitations and Future Directions:

- . The ranking is only based on the most common venues and the ratings of coffee shops.
- . Improve by making a survey to get deeper insights from the locations.