1. Introduction

1.1 Background

This project aims to monitor and analyze data related to Toronto city's characteristics such as Postal codes, boroughs and neighborhoods combined with Foursquare location data. Data describing Toronto's wider area were extracted from Wikipedia and latitudes – longitudes from Foursquare through API calls.

1.2 Challenge

A major problem about establishing a new shop, restaurant or office, is the location. The location can affect dramatically the productivity and development of a business. That is the reason why a business analysis model should include location data analysis and manipulate those data in a way that provides valuable insights.

1.3 Interest

There are some factors such as population density, public transport, presence of other competitors, borough's or neighborhood's rent value, that highly affect the development and sustainability of a business. By monitoring all the related data, the decision about the location of a new business is definitely improved.