

Problem Statement

Identifying a suitable neighbourhood in Toronto, to open a South Indian Coffee Shop.

Background of the Problem

A South Indian immigrant to Canada is our client and is planning to open a South Indian Coffee shop – Filter coffee, which is famous among the Tamils'. Though, the client knew the nuances of the coffee shop business, he is new to Canada and must know the demography of Canada. Toronto, being the financial capital of Canada, is one of the widely preferred city for new immigrants to set up a business. But, in order to choose the perfect neighbourhood in Toronto, the client has approached our Data Science team to come up with an analysis.

Objective

Data Science team has zeroed in on Scarborough, Toronto; because as per the 2016 statistics available on Wikipedia, Tamils are predominantly in Scarborough compared to the other Boroughs of Toronto. To further narrow down the options, our team has decided to use the Battle of Neighbourhoods approach for Scarborough using K-Means Clustering algorithm and FourSquare API - to understand the top 10 venues from each neighbourhood of Scarborough.