**Introduction**

I chose analysis of coffee shops in toronto as theme of my report. The coffee industry is becoming exceedingly popular in recent years. Even though the industry is dominated by world famous coffee corporation, small local coffee shops have their own special place. Since they offer more personal and sometimes unique experience they can become especially popular in the local community. It would be beneficial to open a new coffee shop somewhere away from existing chain shops. Small shops can’t compete with chain store prices and speed of service, and might simply lose customers to a more well known brand. Also it would not be a good idea to open a new shop near other local coffee shops. Competition with other small shops may add additional problems to already competitive industry.

Since the toronto coffee industry is still growing, the city is a good place to establish a new shop. In this report the analysis of the best neighbourhood will be concluded.

**Target audience:** New entrepreneurs who wish to open their own coffee shop in Toronto. Also can benefit coffee lovers who wish to find the neighbourhood with a lot of coffee shops.

**Data**

1. Data from wikipedia on Canada postal codes to obtain information on districts of Toronto <https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M>

**Features:** Information about postal codes, boroughs and neighbourhoods of Toronto. The base for dataset used in this project.

1. Data on latitude and longitude of neighbourhoods from this dataset [http://cocl.us/Geospatial\_data](https://cocl.us/Geospatial_data)

**Features:** Information on latitude and longitude of the neighbourhood. Used to visualize information on the folium maps.

1. Foursquare data ~~because you can~~ **~~absolutely~~** ~~use anything else, but you~~ **~~can’t~~**~~, they are the sponsor~~ to obtain information about coffee shops <https://ja.foursquare.com/>

**Features:** Information on the coffee shops (names, latitude, longitude). Used to determine neighbourhoods with biggest number of coffee shops.