

Opening a Pharmacy in Toronto | Business Proposal

This project aims in helping pharmacists in exploring neighborhoods who wants to open a new pharmacy in Toronto area. This project will aid in making smart and effective decision on choosing the better neighbourhood for business development.

Toronto is considered as one of the safest countries in the world. Neighborhoods of Toronto are filled with nightlife, colourful restaurant scene, museum, and art galleries in addition, Toronto provides almost free health services to the people even if you have just moved to Canada. If you have been a resident of Ontario for three months, you are entitled to health care services paid for by the Ontario Health Insurance Plan (OHIP). This provides additional benefits in migrating to Toronto along with good housing prices and reputed schools for children.

Objective

The major aim of this project, is to suggest a better neighborhood in a new city for an entrepreneur who wants to start a business here. And the objective can be further extended to knowledge of people are shifting here about medical shops in here neighbourhood.

Target Audience

- Budding entrepreneurs who wants to start a pharmacy in a new city.
- Canadian immigrants who want to explore and find neighborhoods with better medical facilities.

Data Acquisition

For this project we require the following:

- List of neighborhoods in Canada.
- The location i.e. Latitude and Longitude of these neighborhoods.
- Number of pharmacy/Medical Shops in each neighborhood.

Data Extraction

- Using Wikipedia to scrap the data of Toronto city containing boroughs, neighborhoods and postal codes.
- Geocoder Package to obtain latitudes and longitudes of these neighborhoods.
- Use of Foursquare app to get the venue details regarding medical shops.

Foursquare API

We will need data about different venues in different neighborhoods of that specific borough. In order to gain that information, we will use "Foursquare" locational information. Foursquare is a location data provider with information about all manner of venues and events within an area of interest. Such information includes venue names, locations, menus and even photos. As such, the foursquare location platform will be used as the sole data source since all the stated required information can be obtained through the API.

After finding the list of neighborhoods, we then connect to the Foursquare API to gather information about venues inside each and every neighborhood. For each neighborhood, we have chosen the radius to be 100 meter.

The data retrieved from Foursquare contained information of venues within a specified distance of the longitude and latitude of the postcodes. The information obtained per venue as follows:

1. Neighborhood
2. Neighborhood Latitude
3. Neighborhood Longitude
4. Venue
5. Name of the venue
6. Venue Latitude
7. Venue Longitude
8. Venue Category