Applied Data Science Capstone

Assignment: Capstone Project - The Battle of Neighborhoods

Final Report

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1. Introduction/Business Problem

A Toronto based chef specializing in vegan baked goods has decided to open a vegan donut shop in Downtown Toronto. He has already solicited investors, and created a menu for his new donut shop. He feels his donuts are so handcrafted and unique that he is undeterred by any of the existing donut shops in Downtown Toronto. He has a plan to leverage social media to quickly accelerate his brand awareness.

The client as asked for assistance in locating the ideal location for his new business. He requires the location to be in Downtown Toronto and he requires it to be near several existing vegan or vegetarian restaurants. While he will be focusing heavily on social media to increase brand awareness, he know he needs to rely heavily on foot traffic of vegans in the area to initially get his business started and maintain it over the years.

2. Data

Foursquare Place API was used to acquire the data on existing vegan and vegetarian restaurants in the downtown Toronto area. This was an excellent source for data as the data is contributed by users. The Foursquare developer website offered the category id code to locate the restaurants in the vegan and vegetarian restaurant category. Upon viewing the list of restaurants it was clear that there were a few additional businesses within the list that were not solely vegan, such as an indian restaurant and a thai restaurant. Since it was users who labeled these restaurants as also being in the vegan or vegetarian restaurant group, these restaurants were left in the data, as they are most likely very vegan or vegetarian friendly and frequented by vegans/vegetarians. The data was cleaned and appropriately labeled, while leaving in additional information about the restaurants for future data exploration and analysis.