Best location in Toronto for a Vegan Donut Shop

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Applied Data Science Capstone Project

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Introduction: Business Problem

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A baker has found a niche market for vegan donuts. In searching for a location for their new shop, they have laid out two requirements.

1. The location should be in downtown Toronto.
2. The location should be near many existing vegan restaurants.
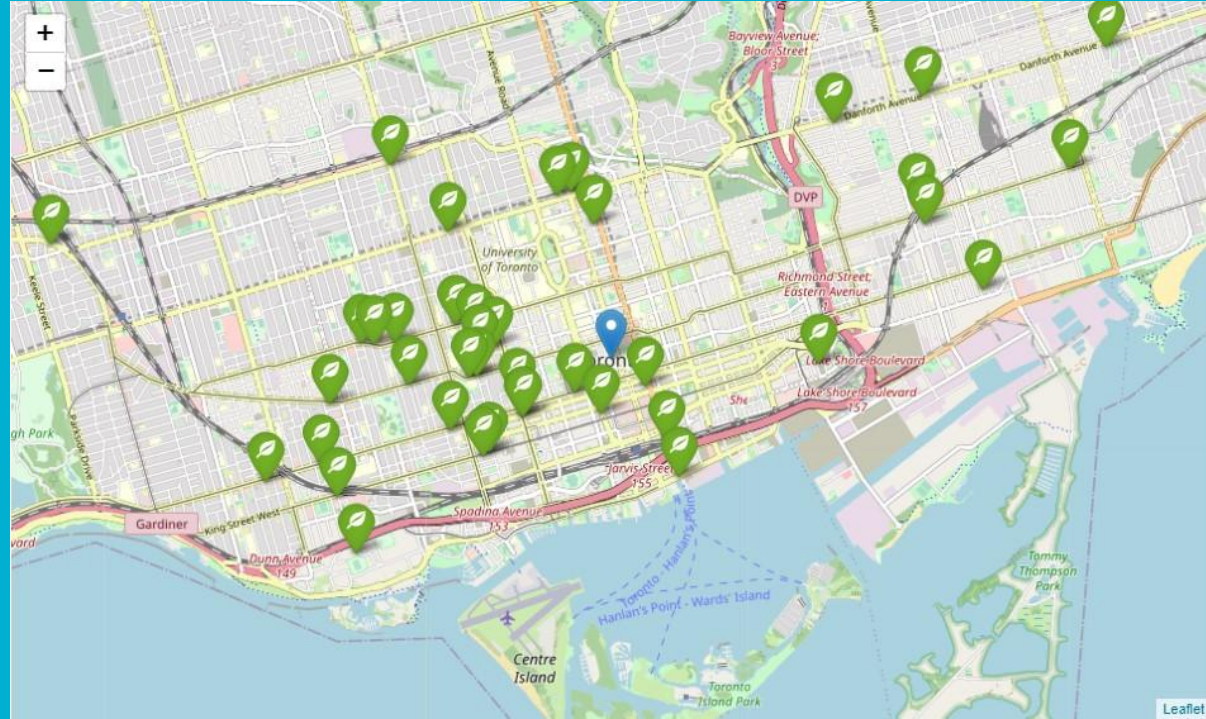
Data

The primary source for data was Foursquare.

This service was used to locate existing vegan restaurants and donut shops.

The final data set included 46 vegan and vegetarian restaurants.

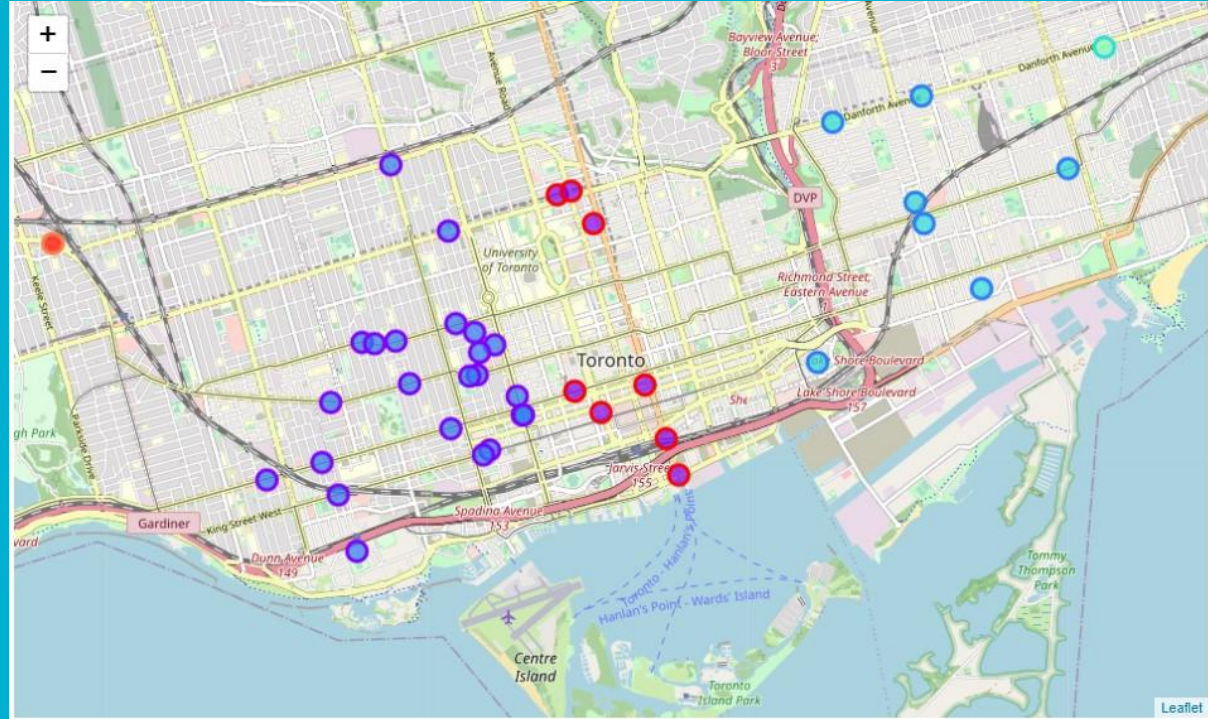|	name	categories	address	lat	lng
0	PLANTA Burger Financial District	Vegetarian / Vegan Restaurant	4 Temperance St	43.650934	-79.379299
1	Ultimate Kitchens Leslieville	Vegetarian / Vegan Restaurant	461 Carlaw Ave	43.669162	-79.342223
2	Copper Branch	Vegetarian / Vegan Restaurant	470 Front street east	43.653250	-79.355587
3	Little India Restaurant	Indian Restaurant	255 Queen St. W	43.650319	-79.388998
4	Karly's To-bacon	Vegetarian / Vegan Restaurant	NaN	43.684485	-79.316275

Methodology

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I used Foursquare's data of vegan and vegetarian restaurants to create a map of all the locations.

K-Means

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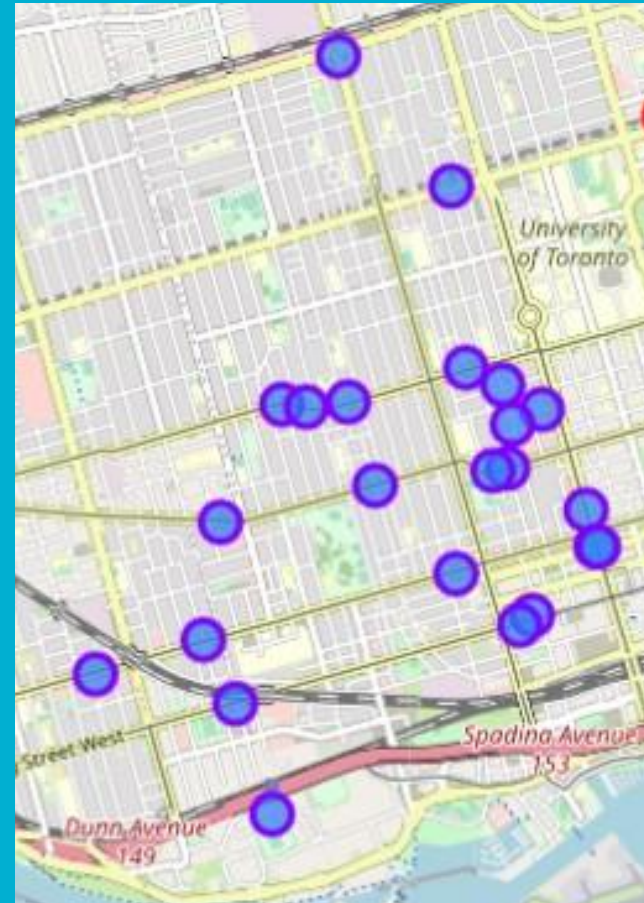I utilized Machine Learning method k-Means to locate the clusters of vegan restaurants.

Results

Cluster 2 provided a many vegan and vegetarian restaurants in a small geographical area.

Discussion and Conclusion

Cluster 2, indicated with purple map markers, provided a large number of vegan and vegetarian restaurants in a small geographical area within downtown Toronto. A new vegan donut shop should do well in this area with the increased foot traffic of vegan restaurant goers.