Identifying Viable Location(s) to Open a Department Store in Toronto

Presentation



Introduction

> Who benefits from this analysis

- ✓ Most investors would ordinarily engage in an environmental scanning both physical and economical before embarking on any business project. In a lot of businesses, the impact of the location could determine the viability of that business in the long-run. This is even more so for retail businesses whose location is central to its performance
- ✓ Investors in the retail space will obviously be interested in the solution for a business problem like this. Or it may also interest retail chains who already have stores in different locations and are willing to expand to other viable locations

Data Acquisition and Structuring

➤ Neighbourhood data with zip codes

https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M

- ➤ Geo_Data with latitudes & Longitude

 http://cocl.us/Geospatial_data
- Previous Research on Investment Neighbourhoods in Toronto

http://3cities.neighbourhoodchange.ca/files/2011/05/2006-Torontos-13-Priority-Nhoods-Method-for-selecting-presentation.pdf

Venue Data

www.foursquare.com

Methods

	Neighborhood Latitude	Neighborhood Longitude	Venue
Neighborhood			
Crescent Town	100	100	100
Dorset Park	95	95	95
Eglinton East-Kennedy Park	58	58	58
Flemingdon Park-Victoria Village	95	95	95
Jane-Finch	48	48	48
Kingston-Galloway	39	39	39
Lawrence Heights	100	100	100
Malvern	49	49	49
Scarborough Village	77	77	77
St.Jamestown	100	100	100
Steeles-L'Amoreaux	74	74	74
Masterinster Brauman	400	400	400

Exploratory Data analysis -Venue frequency by Neighborhood

10th Most Common Venue	9th Most Common Venue	8th Most Common Venue	7th Most Common Venue	6th Most Common Venue	5th Most Common Venue	4th Most Common Venue	3rd Most Common Venue	Common	1st Mo d Comm Ven	Neighborho
Bar	Pharmacy	Ethiopian Restaurant	Ice Cream Shop	Thai Restaurant	Pizza Place	Café	Gastropub	Coffee Shop	n P	Crescent To
Pet Store	Pharmacy	Gas Station	Bank	Breakfast Spot	Restaurant	Pizza Place	Sandwich Place	Fast Food Restaurant	rk Coffee Sh	Dorset Pa
Pizza Place	Discount Store	Sandwich Place	Bank	Beer Store	Pharmacy	Chinese Restaurant	Grocery Store	Fast Food Restaurant		Eglinton Ea Kennedy Pa
Bank	Pharmacy	Sandwich Place	Pizza Place	Middle Eastern Restaurant	Gym	Park	Japanese Restaurant	Restaurant	Contee St	Flemingdon Pa Victoria Villa
Kitchen Supply Store	Tea Room	Smoothie Shop	Pharmacy	Grocery Store	Hotel	Gas Station	Fast Food Restaurant	Pizza Place	ch Coffee Sh	Jane-Fir
Juice Bar	Sandwich Place	Fried Chicken Joint	Greek Restaurant	Park	Coffee Shop	Bank	Fast Food Restaurant	Breakfast Spot	ay Pizza Pia	Kingsto Gallow
					\ P L	F9	F4 FI			1
itchen Supply Store	Tea Room K	Smoothie Shop	Pharmacy	ocery Store	Hotel Gr	as Station	Fast Food G Restaurant	Pizza Place	Coffee Shop	Jane-Finch
Juice Bar	ndwich Place	ed Chicken Joint Sa	Greek Fr Restaurant	Park	offee Shop	Bank C	Fast Food Restaurant		Pizza Place E	Kingston- Galloway
Pet Store	Pharmacy	welry Store	Pizza Place Je	ocery Store	lietnamese Restaurant				othing Store	Lawrence Heights
Skating Rink	Caribbean Restaurant	Greek Restaurant	Restaurant	offee Shop	Gas Station C	Z00 (izza Place	Fast Food Restaurant	Zoo Exhibit	Malvern
Bank	Cream Shop	Beer Store Ice	g Box Store	Pharmacy Big	ocery Store	Sandwich Gro	izza Place	Fast Food Restaurant	Coffee Shop	Scarborough Village
Gastropub	Italian Restaurant	Thai Restaurant	Restaurant	Japanese Restaurant	Diner	Bakery	Café	Coffee Shop	Park	St.Jamestown
Athletics & Sports	Japanese Restaurant	Bank	Pharmacy	Pizza Place	Sandwich Place	Bakery	Park	Coffee Shop	Chinese Restaurant	Steeles- L'Amoreaux
reakfast Spot	Eastern European B Restaurant	Gastropub	Restaurant	Bar	Italian Restaurant	Park	Bakery	Coffee Shop	Café	Westminster- Brownson

Methods _Clustering



Clustering Method is K-means 3 Distinct Clusters:

- Semi-Urban
- Full Urban
- Surbub

	Neighborho	nod :	Cluster Labels	1st Mos Common Venue	n Common	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
	Crescent To	wn	0	Pari	k Coffee Shop	Gastropub	Café	Pizza Place	Thai Restaurant	Ice Cream Shop	Ethiopian Restaurant	Pharmacy	Bar
	Flemingo Park-Victo Villa	oria	0	Coffee Shop	o Restaurant	Japanese Restaurant	Park	Gym	Middle Eastern Restaurant	Pizza Place	Sandwich Place	Pharmacy	Bank
	St.Jamesto	wn	0	Parl	k Coffee Shop	Café	Bakery	Diner	Japanese Restaurant	Restaurant	Thai Restaurant	Italian Restaurant	Gastropub
	Westmins Browns		0	Cafe	é Coffee Shop	Bakery	Park	Italian Restaurant	Bar	Restaurant	Gastropub	Eastern European Restaurant	Breakfast Spot
Neigh	borhood	Clust Labe		1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Mos Commor Venue
	nton East- nedy Park		1 0	Coffee Shop	Fast Food Restaurant	Grocery Store	Chinese Restaurant	Pharmacy	Beer Store	Bank	Sandwich Place	Discount Store	Pizza Plac
Do	orset Park		1 0	Offee Shop	Fast Food Restaurant	Sandwich Place	Pizza Place	Restaurant	Breakfast Spot	Bank	Gas Station	Pharmacy	Pet Store
Já	ane-Finch		1 0	Offee Shop	Pizza Place	Fast Food Restaurant	Gas Station	Hotel	Grocery Store	Pharmacy	Smoothie Shop	Tea Room	Kitchen Suppl Stor
	Kingston- Galloway		1 1	Pizza Place	Breakfast Spot	Fast Food Restaurant	Bank	Coffee Shop	Park	Greek Restaurant	Fried Chicken Joint	Sandwich Place	Juice Ba
I	Lawrence Heights		1	Clothing Store	Coffee Shop	Fast Food Restaurant	Furniture / Home Store	Vietnamese Restaurant	Grocery Store	Pizza Place	Jewelry Store	Pharmacy	Pet Store
Sca	arborough Village		1 0	Offee Shop	Fast Food Restaurant	Pizza Place	Sandwich Place	Grocery Store	Pharmacy	Big Box Store	Beer Store	Ice Cream Shop	Ban
L'A	Steeles- Amoreaux		1	Chinese Restaurant	Coffee Shop	Park	Bakery	Sandwich Place	Pizza Place	Pharmacy	Bank	Japanese Restaurant	Athletics & Sports
١	Weston- Mt.Dennis		1 0	Coffee Shop	Grocery Store	Sandwich Place	Pharmacy	Pizza Place	Bank	Gas Station	Fried Chicken Joint	Vietnamese Restaurant	Train Station
Neiç	ghborhood		ster oels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Mos Common Venue	n Commo	n Commo	n Commo	n Comm
	Malvern		2	Zoo Exhibit	Fast Food Restaurant	Pizza Place	Zoo	Gas Station	Coffee Shop	o Restaurar	t Gree Restaurar		

Conclusions

From this study, the below appear to be the top three neighborhoods for a department store in Toronto, everything having been considered:

- ✓ Kingston-Galloway
- ✓ Weston Mt. Denis
- ✓ Dorset Park

