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
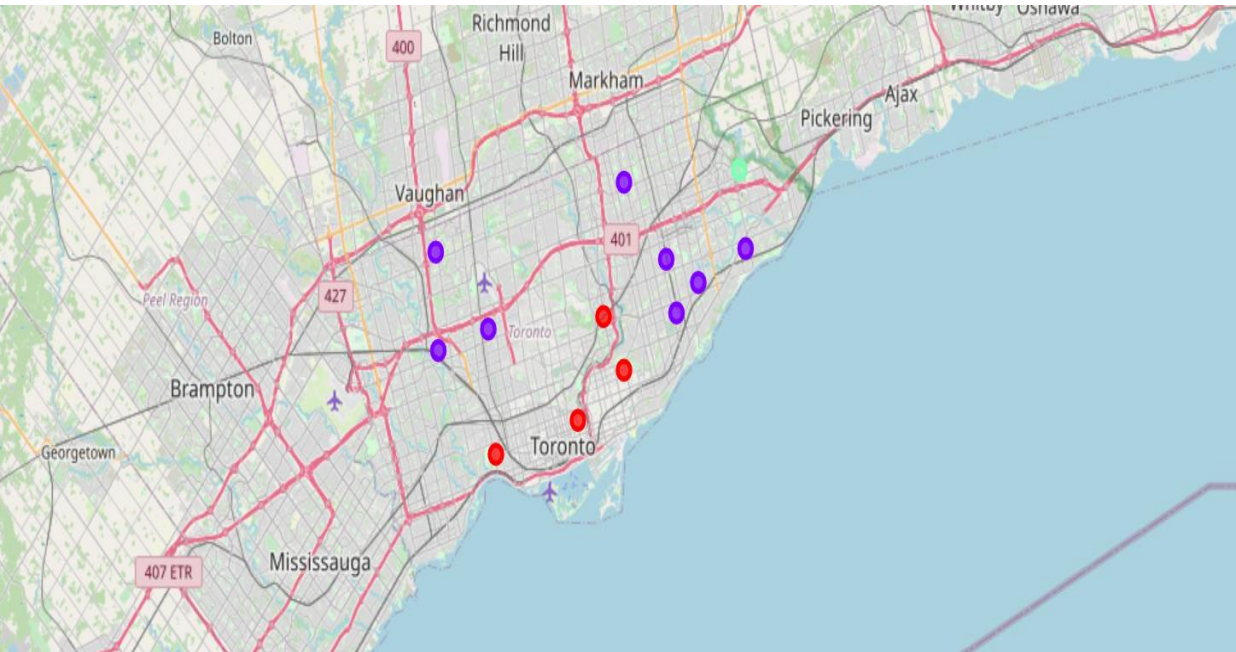
➢ Venue Data

www.foursquare.com

Methods

Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue
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
Westminster-Brownson	100	100	100

Exploratory Data analysis - Venue frequency by Neighborhood

Neighborhood	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 Most Common Venue
Crescent Town	Park	Coffee Shop	Gastropub	Café	Pizza Place	Thai Restaurant	Ice Cream Shop	Ethiopian Restaurant	Pharmacy	Bar
Dorset Park	Coffee Shop	Fast Food Restaurant	Sandwich Place	Pizza Place	Restaurant	Breakfast Spot	Bank	Gas Station	Pharmacy	Pet Store
Eglinton East-Kennedy Park	Coffee Shop	Fast Food Restaurant	Grocery Store	Chinese Restaurant	Pharmacy	Beer Store	Bank	Sandwich Place	Discount Store	Pizza Place
Flemingdon Park-Victoria Village	Coffee Shop	Restaurant	Japanese Restaurant	Park	Gym	Middle Eastern Restaurant	Pizza Place	Sandwich Place	Pharmacy	Bank
Jane-Finch	Coffee Shop	Pizza Place	Fast Food Restaurant	Gas Station	Hotel	Grocery Store	Pharmacy	Smoothie Shop	Tea Room	Kitchen Supply Store
Kingston-Galloway	Pizza Place	Breakfast Spot	Fast Food Restaurant	Bank	Coffee Shop	Park	Greek Restaurant	Fried Chicken Joint	Sandwich Place	Juice Bar

Neighborhood	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 Most Common Venue
Jane-Finch	Coffee Shop	Pizza Place	Fast Food Restaurant	Gas Station	Hotel	Grocery Store	Pharmacy	Smoothie Shop	Tea Room	Kitchen Supply Store
Kingston-Galloway	Pizza Place	Breakfast Spot	Fast Food Restaurant	Bank	Coffee Shop	Park	Greek Restaurant	Fried Chicken Joint	Sandwich Place	Juice Bar
Lawrence Heights	Clothing Store	Coffee Shop	Fast Food Restaurant	Furniture / Home Store	Vietnamese Restaurant	Grocery Store	Pizza Place	Jewelry Store	Pharmacy	Pet Store
Malvern	Zoo Exhibit	Fast Food Restaurant	Pizza Place	Zoo	Gas Station	Coffee Shop	Restaurant	Greek Restaurant	Caribbean Restaurant	Skating Rink
Scarborough Village	Coffee Shop	Fast Food Restaurant	Pizza Place	Sandwich Place	Grocery Store	Pharmacy	Big Box Store	Beer Store	Ice Cream Shop	Bank
St.Jamestown	Park	Coffee Shop	Café	Bakery	Diner	Japanese Restaurant	Restaurant	Thai Restaurant	Italian Restaurant	Gastropub
Steeles-L'Amoreaux	Chinese Restaurant	Coffee Shop	Park	Bakery	Sandwich Place	Pizza Place	Pharmacy	Bank	Japanese Restaurant	Athletics & Sports
Westminster-Brownson	Café	Coffee Shop	Bakery	Park	Italian Restaurant	Bar	Restaurant	Gastropub	Eastern European Restaurant	Breakfast Spot

Methods _Clustering

Clustering Method is K-means
3 Distinct Clusters:
- Semi-Urban
- Full Urban
- Surbub

Neighborhood	Cluster Labels	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 Most Common Venue
Crescent Town	0	Park	Coffee Shop	Gastropub	Café	Pizza Place	Thai Restaurant	Ice Cream Shop	Ethiopian Restaurant	Pharmacy	Bar
Flemingdon Park-Victoria Village	0	Coffee Shop	Restaurant	Japanese Restaurant	Park	Gym	Middle Eastern Restaurant	Pizza Place	Sandwich Place	Pharmacy	Bank
St.Jamestown	0	Park	Coffee Shop	Café	Bakery	Diner	Japanese Restaurant	Restaurant	Thai Restaurant	Italian Restaurant	Gastropub
Westminster-Brownson	0	Café	Coffee Shop	Bakery	Park	Italian Restaurant	Bar	Restaurant	Gastropub	Eastern European Restaurant	Breakfast Spot

Neighborhood	Cluster Labels	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 Most Common Venue
Eglinton East-Kennedy Park	1	Coffee Shop	Fast Food Restaurant	Grocery Store	Chinese Restaurant	Pharmacy	Beer Store	Bank	Sandwich Place	Discount Store	Pizza Place
Dorset Park	1	Coffee Shop	Fast Food Restaurant	Sandwich Place	Pizza Place	Restaurant	Breakfast Spot	Bank	Gas Station	Pharmacy	Pet Store
Jane-Finch	1	Coffee Shop	Pizza Place	Fast Food Restaurant	Gas Station	Hotel	Grocery Store	Pharmacy	Smoothie Shop	Tea Room	Kitchen Supply Store
Kingston-Galloway	1	Pizza Place	Breakfast Spot	Fast Food Restaurant	Bank	Coffee Shop	Park	Greek Restaurant	Fried Chicken Joint	Sandwich Place	Juice Bar
Lawrence Heights	1	Clothing Store	Coffee Shop	Fast Food Restaurant	Furniture / Home Store	Vietnamese Restaurant	Grocery Store	Pizza Place	Jewelry Store	Pharmacy	Pet Store
Scarborough Village	1	Coffee Shop	Fast Food Restaurant	Pizza Place	Sandwich Place	Grocery Store	Pharmacy	Big Box Store	Beer Store	Ice Cream Shop	Bank
Steeles-L'Amoreaux	1	Chinese Restaurant	Coffee Shop	Park	Bakery	Sandwich Place	Pizza Place	Pharmacy	Bank	Japanese Restaurant	Athletics & Sports
Weston-Mt.Dennis	1	Coffee Shop	Grocery Store	Sandwich Place	Pharmacy	Pizza Place	Bank	Gas Station	Fried Chicken Joint	Vietnamese Restaurant	Train Station

Neighborhood	Cluster Labels	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 Most Common Venue
Malvern	2	Zoo Exhibit	Fast Food Restaurant	Pizza Place	Zoo	Gas Station	Coffee Shop	Restaurant	Greek Restaurant	Caribbean Restaurant	Skating Rink

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

End