

Toronto, Canada: A shopping mall venture
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# Business Problem

- Location is the deciding factor of success or failure for ventures, especially commercial ventures
- Objective: To answer the question of "where and if" pertaining to opening of a mall
- Relevant, as the city of Toronto has unequal distribution of wholesome malls in different areas
- THE CRUX: As a property developer or a market strategist looking for expansion in Toronto, WHERE DO YOU BEGIN?



### Data Required

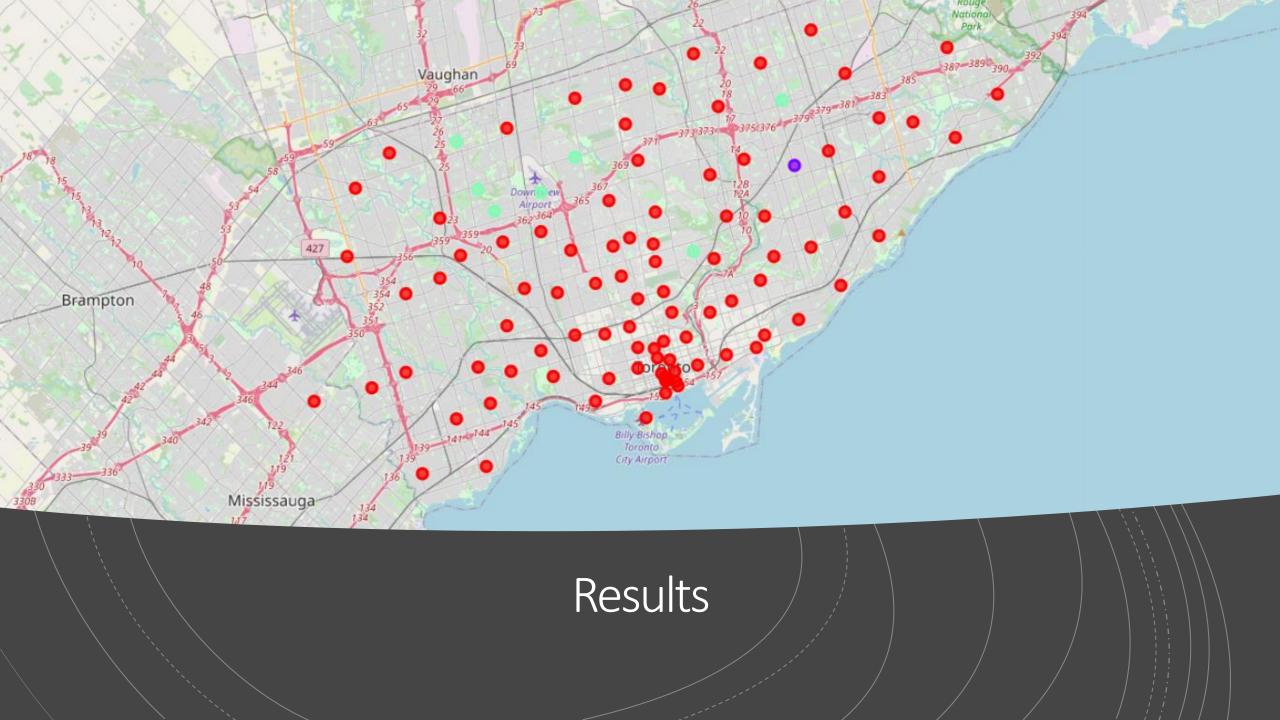
- List of Boroughs and Neighborhoods in Toronto
- Coordinates
- Venue data
- Statistical data for added insight

#### Data Sources

- https://en.wikipedia.org/wiki/List\_of\_postal\_codes\_of\_C anada:\_M
- https://www.scribblemaps.com/maps/view/Neighbourho ods\_in\_Toronto\_Ontario/Unki2xMmX6
- Geocoder API and Foursquare API for venue and coordinate data
- https://www.toronto.ca/About-Toronto/communitystatistics/neighbourhood-profiles

# Methodology

- Web scraping Wikipedia page for locality data
- Getting coordinates using Geocoder library
- Using Foursquare API to request venue data [JSON]
- Data cleansing and grouping based on frequency
- Filtering venue based on "Shopping mall", for relevance
- Performing clustering, using K-Means Clustering
- Visualization using Folium mapping library





- Cluster 0: Areas depicting relatively lower pre existing market competition and therefore easier entry, marked in red
- Cluster 1: Area with relatively moderate market competition presence, entry may be slightly challenging, marked in blue
- Cluster 2: Area with intense existing market competition, not a worthwhile venture area for newcomers, marked in light green



- Depicts the unequal distribution of shopping malls around Toronto
- Major opportunities are located in the central Toronto regions, more specifically the boroughs of York University Area, Etobicoke and Scarborough
- Cluster 2 is located up north catering the more expensive areas of Toronto
- The area of Wexford and Maryvale, depicted in blue, can boost profitability, if property developers having USP to stand out of the crowd

### Recommendations

- Cluster 0 provides opportunity for opening a new mall
  - The boroughs of Etobicoke, Scarborough are high population [632,000 and 345,000], with median household incomes of \$59,000 and \$70,500 respectively
  - York University houses younger population and therefore a plausible market
- Cluster 1 can be an option
  - Provided the market strategist or property developer has
     USP to capture consumer base
  - Opportunity for medium scaled shopping complex as approx. 30% of population is youth with income range of \$30,000-\$50,000
- Cluster 2 is a difficult arena, majorly caters already established complexes and therefore difficult entry

## Conclusion

- Answer to the "Where?": Cluster 0, especially the boroughs of Etobicoke and York University
- Findings of the same is hopeful to provide relevant insight to aid in better decision making
- It is a stake of multi million dollar, capstone aims to make the bet a profitable one

