

# ***Capstone Project***

## ***Opening a new Electronics Store in Toronto, Canada***

### ***Introduction:***

Toronto is one of the most influential cities in the world and one of the main actors of the new global board, in which technology, research and financial muscle are of great importance. With a population close to 2.93 million inhabitants, it is the most populous city in Canada and its financial capital has consolidated in the last decade as one of the main capitals of North America.

Toronto's strategic location is one of its main strengths. In a radius of 500 km there is a population of over 120 million inhabitants and in 90 minutes you can reach New York, Chicago, Boston or Washington, some of the most influential cities on the planet. Investors take advantage of this trend to build more electronics stores to meet the demand of the population, IF someone is looking to open an electronics store in Toronto, the question is where would you recommend opening it? The commercial problem is that for an electronics store to be profitable, there must be enough customers. It is not worth opening an electronics store near existing ones.

### ***Business Problem:***

The objective of this project is to analyze and select the best solutions in Toronto to open a new electronics store. Using the methodology of data science to provide a commercial solution, this project must provide solutions to answer the commercial question: in the city of Toronto, if an investor wishes to open an electronics store as an investment, where would you recommend that Will they open it?

Let us also ensure that the public is explicitly defined as the local store entrepreneur in Singapore and is concerned about this problem because the location of the new electronics store has a significant impact on their revenue, and they want it to be successful.