

Capstone Project — The Battle of Neighborhoods: Where to open a new Tim Hortons in the city of Calgary, Alberta, Canada



Introduction/Business Problem

Tim Hortons Inc. is a fast food restaurant chain, specializing in coffee, doughnuts, and other fast food items. It is Canada's largest quick service restaurant chain; as of December 31, 2018, it had a total of 4,846 restaurants in 14 countries. The company has its headquarters in Toronto and uses franchise model for their stores. For Canadians, Tim Hortons is considered as one of the most iconic brands for the country, and it has been a very successful business. For potential Tim Hortons franchise owners; however, there is a problem – Tim Hortons is EVERYWHERE! It is difficult to find and choose their new Tim Hortons store location where they can minimize competitions from other Tim Hortons franchisees as well as other coffee shops. In this capstone project, I have created a Python code that utilizes Foursquare to find the best location for a new Tim Hortons in the city of my current residence - Calgary, Alberta Canada.

Audience:

Potential Tim Hortons franchise owners

Franchisee recruitment team in Tim Hortons head office

Data Requirements

Data source #1: Calgary's demographic data that contains a list of the city's 180 neighbourhoods, their latitude, longitude, median household income, median age, and population. The data I found is from 2014 – a little old – but good enough and still a good starting point.

Data source #2: Foursquare APIs. By using this API, we will get all coffee shops and cafes in each neighborhood in the city.