

Where to open a new Tim Hortons in the city of Calgary, Alberta, Canada



Introduction/Business Problem

- Tim Hortons is considered as one of the most iconic brands in Canada, and it has been a very successful business.
- For potential Tim Hortons franchise owners in Calgary area, competition seems to be fierce as there are LOTS of Tim Hortons as well as other coffee shops and cafes throughout the city already.
- It is useful for potential Tim Hortons franchisees to know the locations with the highest chances of success. This information would also be valuable for franchisee recruitment team in Tim Hortons head office.

Data Acquisition

- Calgary's demographic data that contains a list of the city's 180 communities, their latitude, longitude, median household income, median age, and population. Scraped from: <https://great-news.ca/demographics/>
- Foursquare API. We will get a list of all coffee shops and cafes in each community in the city.

Analysis

Based on our research, we will use the following factors of each community multiplied by the weights of each factor for determining the best new Tim Hortons location in the city

- Median Household Income (the higher, the better) – 5%
- Median Age (the younger, the better) – 15%
- Population – (the higher, the better) – 20%
- Number of Competitors for each resident in a community (the smaller, the better) – 60%

Resulting DataFrame (first 5 rows)

	Community	Median Household Income	Median Household Income Ranking	Median Age	Median Age Ranking	Population 2014	Population 2014 Ranking	City Quadrant	Lat	Lon	Num_compe	Compe_for_each_resident	Compe_for_each_resident Ranking	Overall_Score	Overall_Ranking	1st Mo Commc Ven
95	Panorama Hills	90859	30.0	32	4.0	25130	1.0	NW	51.1567	-114.0864	0.0	0.000000	1.0	2.90	1.0	Hon Servi
175	Tuscany	92453	27.0	34	6.0	19465	4.0	NW	51.1235	-114.2448	0.5	0.000026	2.0	4.25	2.0	Pharma
29	Cranston	91320	29.0	32	4.0	15354	9.0	SE	50.8891	-113.9809	0.0	0.000000	1.0	4.45	3.0	Piz Pla
172	Cougar Ridge	100908	21.0	33	5.0	13404	14.0	SW	51.0732	-114.2194	0.0	0.000000	1.0	5.20	4.0	lo Crea Shc
11	Saddle Ridge	71101	68.0	30	2.0	17775	5.0	NE	51.1327	-113.9428	0.5	0.000028	3.0	6.50	5.0	Coffe Shc

Conclusion

- Based on the criteria used, the best community to open a new Tim Hortons in Calgary would be Panorama Hills (high household income, young residents, large population, and no competition in the community)
- More data would be required to make the final decision. Such data would include ethnicity and their use of Tim Hortons, communities' attitude toward big national chain stores. Since these data is not publicly available online, this information needs to come from experienced experts of the local communities.