

# The Battle of the Neighborhoods - Location Decisions of Tim Horton and Second Cup in Toronto

## Introduction

### Background

Coffee is one of the most widely consumed beverages in the World and in Canada. According to Statista, Canadians drank on average 2.7 cups of caffeinated beverages per day in 2020. In the past decade, coffee shops have become a popular location to work, hang out with friends, or get a quick lunch. Tim Hortons, the biggest coffee shop chains in Canada, own 4,286 stores across the country.

### Problem

In this report, we analyze the store location of Tim Hortons and Second Cup, the two biggest coffee franchises in Toronto.

## Data acquisition and cleaning

### Data sources

We retrieve the location of all Tim Hortons and Second Cup in Toronto using FourSquare API.