

# INVESTMENT DECISION IN CANADA

Capstone Project

# Introduction

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- A group of investors wants to invest in Canada. They already have many business around the world. Because of that diversification they do not have any preference when investing as a result of their risk profile. Therefore, they need to know which kind of businesses are the most popular in Canada and in which neighborhoods are concentrated the greater number of those type of business.



# Data

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- There are three source of data, as follow:
  - Neighborhood data will be extracted from this Wikipedia website:  
`"https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M"`
  - Latitude and longitude data are extracted from the csv file provided by coursera course
  - Venues from each neighborhood were extracted from Foursquare database

# Methodology

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- Neighborhood and coordinate data were merged to get the dataframe need to perform the analysis, then venues data was extracted from foursquares database. After this different analysis were perform in order to solve the problem, such as which are the top 10 venues most common in each neighborhood and which are the most popular along all neighborhoods.

# Results

It is clear that coffee shops are the most common venue along all neighborhoods, not just is the first most popular venue in 20 neighborhoods but the second one as well in over 10 of them.

## 1<sup>st</sup> most common venue

Coffee Shop	20
Park	16
Café	8
Pizza Place	4
Grocery Store	3
Smoke Shop	2
Baseball Field	2
Bakery	2
Fast Food Restaurant	2
Bar	2
Clothing Store	2
Indian Restaurant	2
Skating Rink	2
Golf Course	1

## 2<sup>nd</sup> most common venue

Coffee Shop	12
Café	5
Women's Store	5
Convenience Store	4
Pizza Place	4
Pub	4
Breakfast Spot	2
Skating Rink	2
Sandwich Place	2
Bakery	2
Grocery Store	2
Yoga Studio	2
Japanese Restaurant	2
Clothing Store	2



# Results

A comprehensive list of top 10 most common venues for each neighborhood was provided in the jupyter notebook and report.

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Agincourt	Latin American Restaurant	Skating Rink	Lounge	Breakfast Spot	College Cafeteria	Drugstore	Donut Shop	Doner Restaurant	Dog Run	Distribution Center
1	Alderwood, Long Branch	Pizza Place	Skating Rink	Gym	Pub	Athletics & Sports	Sandwich Place	Coffee Shop	Distribution Center	Dog Run	Discount Store
2	Bathurst Manor, Wilson Heights, Downsview North	Bank	Coffee Shop	Pizza Place	Supermarket	Ice Cream Shop	Sushi Restaurant	Restaurant	Deli / Bodega	Convenience Store	Intersection
3	Bayview Village	Chinese Restaurant	Café	Bank	Japanese Restaurant	Women's Store	Dessert Shop	Dim Sum Restaurant	Diner	Discount Store	Distribution Center
4	Bedford Park, Lawrence Manor East	Sandwich Place	Coffee Shop	Italian Restaurant	Juice Bar	Butcher	Comfort Food Restaurant	Liquor Store	American Restaurant	Sushi Restaurant	Greek Restaurant
5	Berczy Park	Coffee Shop	Bakery	Beer Bar	Cocktail Bar	Seafood Restaurant	Cheese Shop	Café	Farmers Market	Restaurant	Japanese Restaurant

# Observations & Recommendations

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- The analysis suggest that coffee shops are the most common business along all neighborhoods in Canada. With an aggressive marketing campaign it is possible to enter to the coffee market, compete and gain a reasonable proportion of the market, starting in those neighborhoods were that kind of business is the most popular.
- Further analysis can provide the best option within the neighborhoods where coffee shops are popular.

# Conclusion

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- This analysis helps to solve the investment decision problem about in which business and neighborhoods is convenient to invest. Also, this analysis left some questions for further analysis, because the list of potential neighborhoods where investing is a good option is large (20), so it could be appropriate to analyze with additional information and get a short list for the best options.