Opening a Video Game Bar in Toronto

Battle of the Neighborhoods

Finding the Best location to open a video game bar
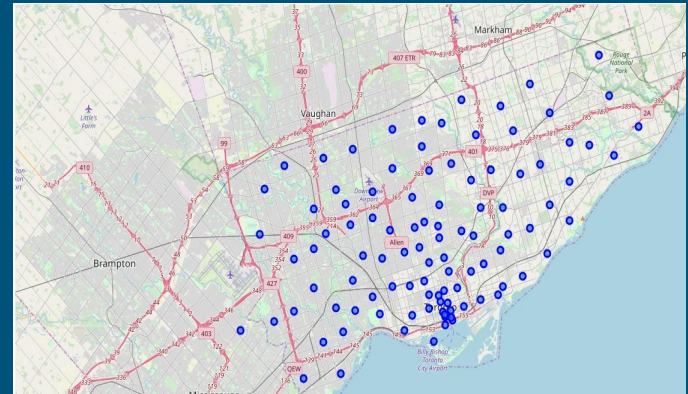
- E-sports(competition using video games) has become more popular than ever
- Video game bars are a great place for people interested in the sport or people who like games and socialize to get together.
- Video game bars are also a great place to host smaller competitions.
- Based on the data provided, can we help our investor locate the best neighborhood to open their video game bar?
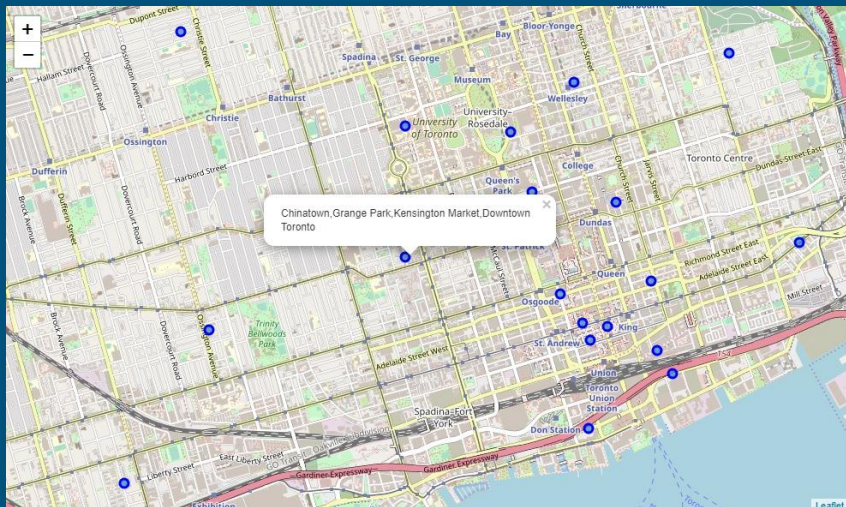
Our Data

- Canada Postal Codes - Postal Code, Borough, and Neighborhoods in Toronto scraped from Wikipedia
- Geospatial data to get latitude and longitude of each neighborhood in Toronto csv
- Foursquare API to top 10 common venues per neighborhood, looking specifically for bars
- Use Folium Maps to visualize our data

Once all data is put into data frame we will use KMeans clustering to pick the best cluster to locate our desired location

Game Venues/Bar Venues

Gaming Cafes - 2 venues were found within one neighborhood of Chinatown,Grange Park,Kensington Market

Chinatown,Grange Park,Kensington Market,Downtown Toronto

Bar Venues (Popular) -

Bar - 42

Beer Bar - 17

Cocktail Bar - 14

Wine Bar - 9

Sports Bar - 9

Cluster Neighborhoods by Top 10 Common Venues

Looking for Cluster with 'Bar' in top 10

Cluster 0 (red) - 1 neighborhood with 0 bars listed as a top 10 common venue
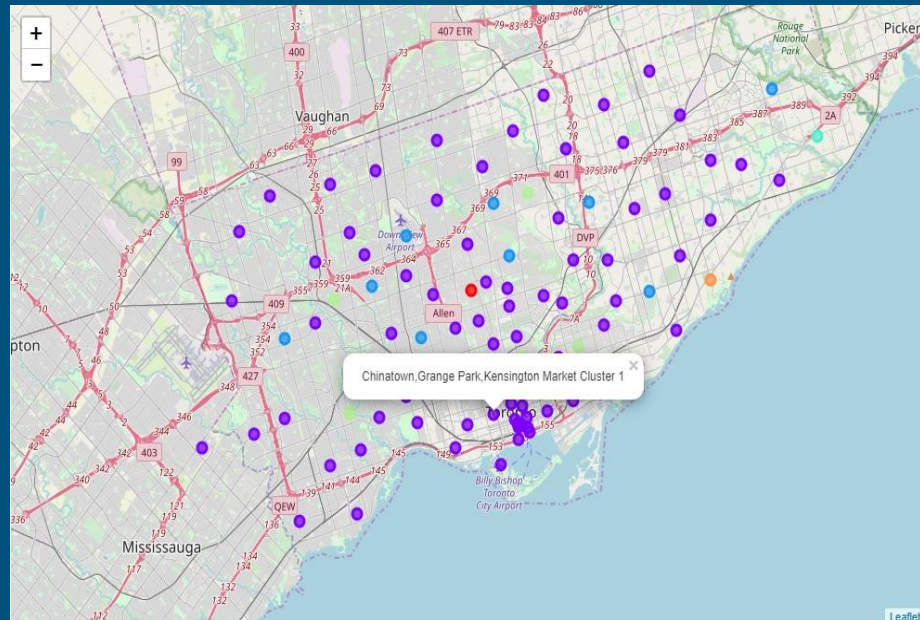
Cluster 1 (purple)- 83 neighborhoods and 15 neighborhoods with bar in top 10

Cluster 2 (blue) - 10 neighborhoods, Parks and Diners most common venues

Cluster 3 (aqua) - 1 neighborhood , Bar 1st top most common venue

Cluster 4 (green) - 5 neighborhoods Parks and Donut shops most common venues

Cluster 5 (orange) - 1 neighborhood Motel as top venue and 0 bars

Chinatown,Grange Park,Kensington Market Cluster 1

Best Locations Based on Cluster 1

- **Chinatown,Grange Park,Kensington Market**

  This neighborhood has 2 gaming cafes, it is not far from a University where young adults may be interested in socializing and playing video games, and 'Bar' is 5th within the top 10 common venues. Would be highly competitive venue location.

- **Harbord,University of Toronto**

  This neighborhood is close to our first choice and is within a University neighborhood. 'Bar' is the 5th most common venue. 'Nightclub' is listed in its top 10 most common venues so our bar may benefit individuals who like to socialize and play games, instead of dancing/music.

- **Adelaide,King,Richmond**

  This neighborhood has 'Bar' as its 8th most common venue within the area. This neighborhood is still within close proximity to remain relevant to people familiar to "game" venue places in the area.