**Capstone Project – Battle of Neighborhoods**

**Problem Description**

A chain of international coffee shops called CuppaCut (fictitious company) wants to open its first outlet in downtown Toronto. As part of their market research, they want to explore various neighborhoods with the aim of selecting a good location . Some of the considerations for the choice would be commercial activity, competitors around the area ( direct and indirect), accessibility by public transit etc.

**Possible Solution**

One of the possible solutions for CuppaCut would be to leverage location intelligence to using information from a location data provider such as Foursquare. Foursquare provides easy to use API to fetch location venue data for a neighborhood including trends, tips, users, etc. After the data is explored and cleaned its clustered to group neighborhoods with similar venues. This would help the coffee shop identify strategic locations to set up its first outlet.

**Data Description**

Information regarding postal code, boroughs and neighborhoods for Toronto can be obtained from <https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M> . Once this data is fetched Foursquare API is used to get more detailed information including longitude, latitude, venue names, addresses etc.