



Finding the Best Location to Expand



Famous Original Ray's Pizza into Toronto

Coursera Capstone Project - The Battle of Neighbourhoods

Paul Berry

June 2020

99

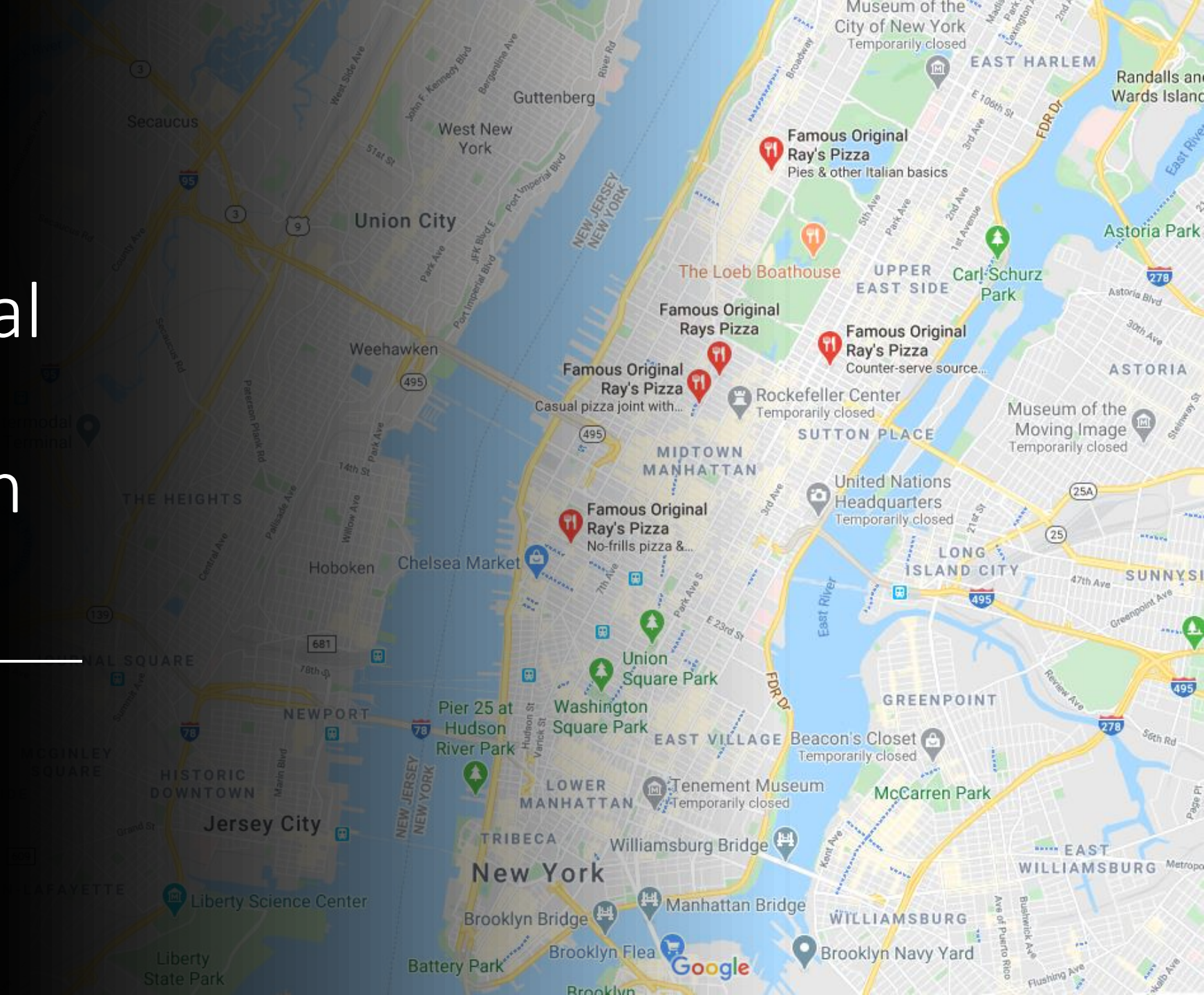
FAMOUS RAY'S ORIGINAL PIZZA

204



RAY'S
Famous Original
RAY'S PIZZA®
Est. 1964

Famous Original Ray's Pizza has five locations in New York City





Where to put a new store?

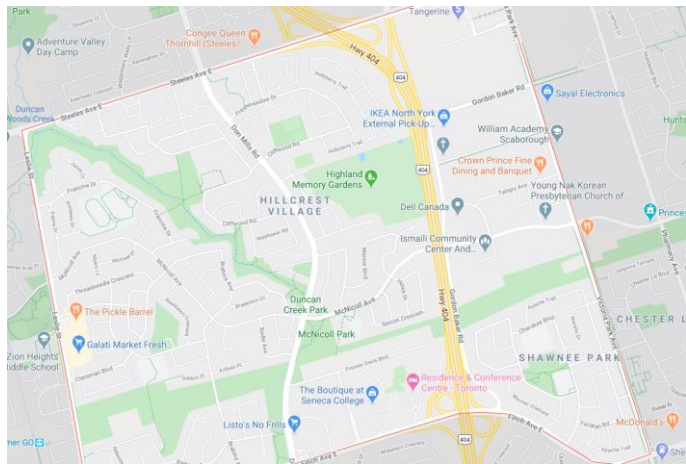
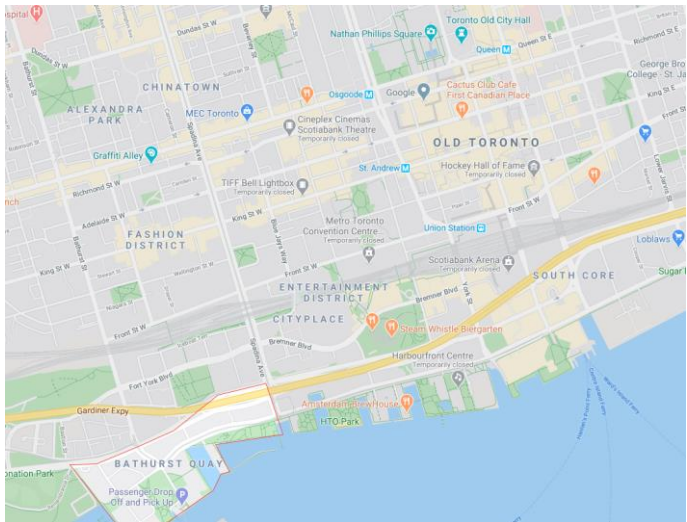


Using performance data and neighbourhood information from Foursquare to categorise existing locations



Using the same clustering, and neighbourhood data in Toronto, Similar locations can be found

Analysis shows
three locations
for further
investigation



Cluster Labels	index	Postal Code	Borough	Neighbourhood	Latitude	Longitude
1	4	1 NYB	New York	Existing Store B	40.760398	-73.984184
30	4	27 M2H	North York	Hillcrest Village	43.803762	-79.363452
89	4	87 M5V	Downtown Toronto	CN Tower, King and Spadina, Railway Lands, Har...	43.628947	-79.394420
93	4	91 M4W	Downtown Toronto	Rosedale	43.679563	-79.377529