


The background is a dark blue-grey gradient. In the top-left corner, there are two overlapping geometric shapes: a blue parallelogram and a light green parallelogram. In the bottom-left corner, there is a circular inset showing a detailed, high-contrast image of a circuit board. In the top-right corner, there is a faint, grey, 3D-rendered pattern of interlocking cubes or a circuit layout.

Opening a grocery store in Toronto



“We want to open our first store in Toronto,
gain a significant market share in that
neighborhood, and then expand into similar
areas throughout the Toronto area”

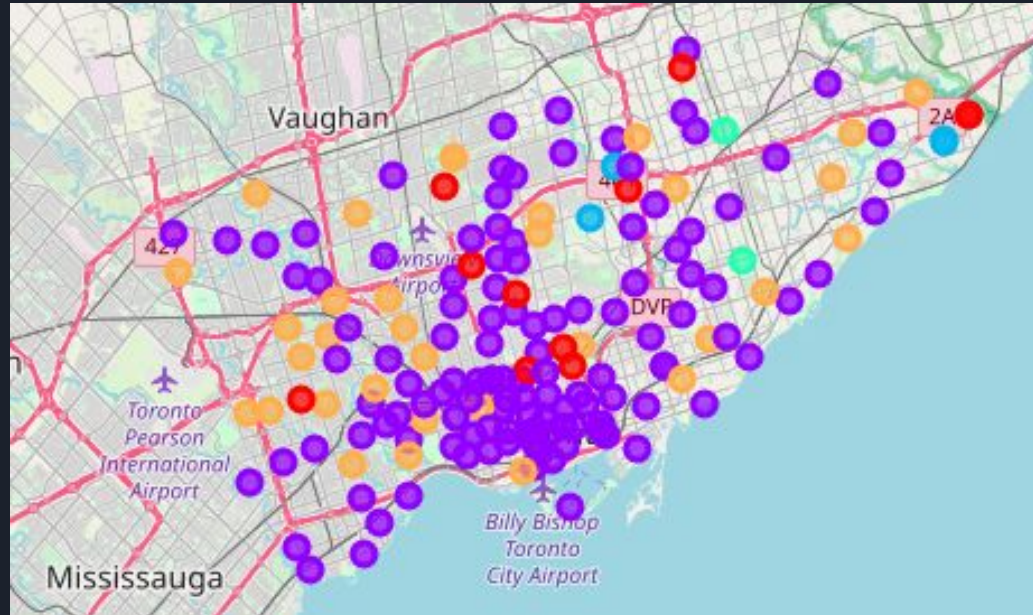
-BestGrocery CEO



Problem


- 1 Cluster all neighborhoods in Toronto
- 2 Rank the neighbourhoods based on buying power
- 3 Determine the best cluster and the best neighborhood

Cluster - kMeans



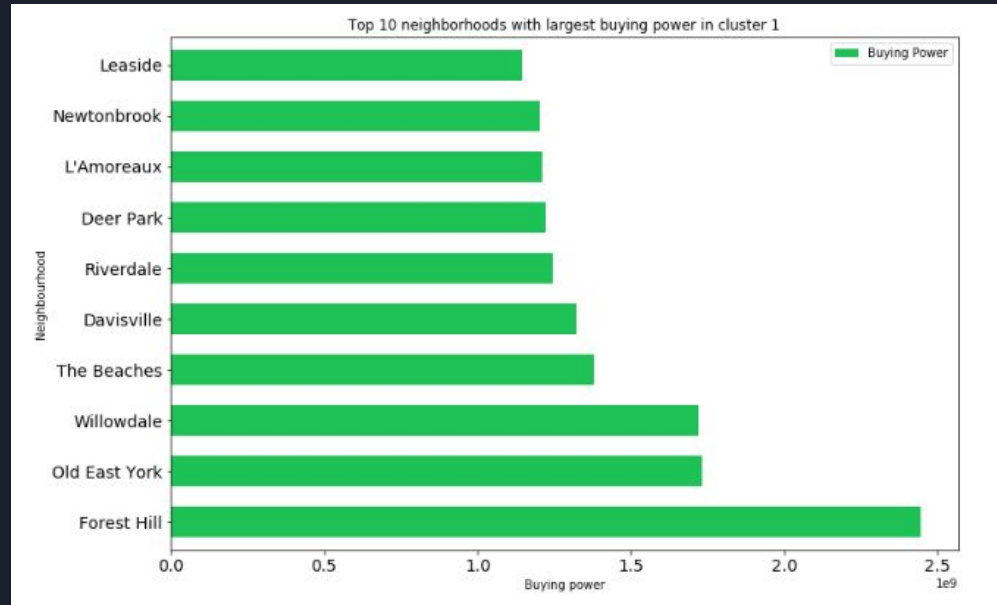


Comparison of cluster



	Population	Income	Buying Power
0	112718.0	895185.0	7.219585e+09
1	1679089.0	5375666.0	6.522200e+10
2	34446.0	231698.0	1.807593e+09
3	57602.0	50828.0	1.474499e+09
4	494781.0	1472788.0	1.809783e+10

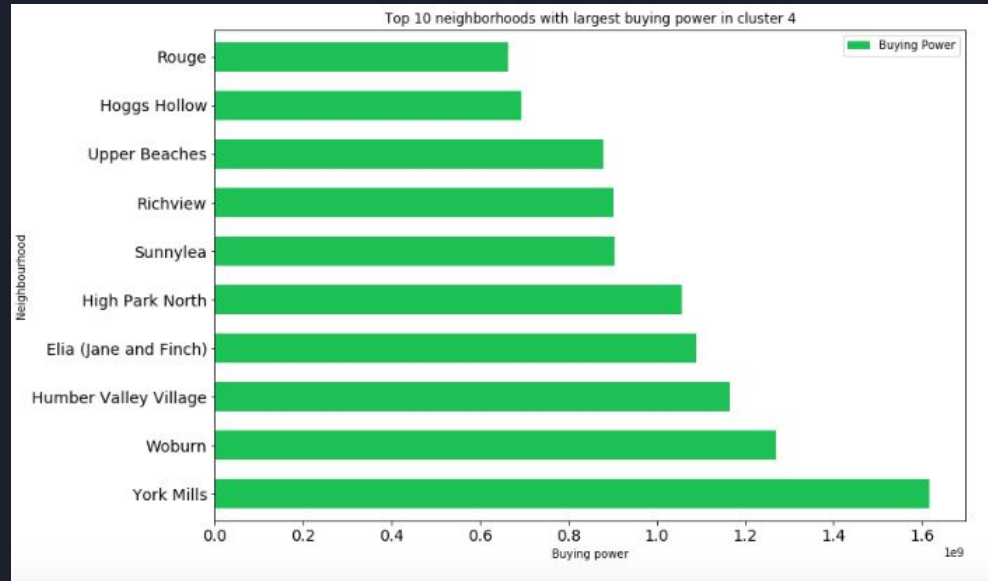
Cluster 1



Cluster 1

Neighbourhood	Population	Land Area	Density	Population %	Income	2nd Language	2nd Language %	Buying Power
Forest Hill	24056	4.35	5530	-0.2	101631.0	Russian (2.4%)	02.4% Russian	2.444835e+09
Old East York	52220	7.94	6577	-4.6	33172.0	Greek (4.3%)	04.3% Greek	1.732242e+09
Willowdale	43144	7.68	5618	62.3	39895.0	Cantonese (7.9%)	07.9% Cantonese	1.721230e+09
The Beaches	20416	3.57	5719	7.8	67536.0	Cantonese (0.7%)	00.7% Cantonese	1.378815e+09
Davisville	23727	3.14	7556	4.5	55735.0	Persian (1.5%)	01.5% Persian	1.322424e+09
Riverdale	31007	3.99	7771	-5.5	40139.0	Cantonese (6.7%)	06.7% Cantonese	1.244590e+09
Deer Park	15165	1.46	10,387	5.2	80704.0	Russian (1.1%)	01.1% Russian	1.223876e+09
L'Amoreaux	45862	7.15	6414	0.9	26375.0	Unspecified Chinese (13.9%)	13.9% Unspecified Chinese	1.209610e+09
Newtonbrook	36046	8.77	4110	0.3	33428.0	Russian (8.8%)	08.8% Russian	1.204946e+09
Leaside	13876	2.81	4938	3.0	82670.0	Bulgarian (0.4%)	00.4% Bulgarian	1.147129e+09

Cluster 1



Cluster 2

Neighbourhood	Population	Land Area	Density	Population %	Income	2nd Language	2nd Language %	Buying Power
York Mills	17564	7.29	2409	2.0	92099.0	Korean (4.0%)	04.0% Korean	1.617627e+09
Woburn	48507	13.34	3636	-1.5	26190.0	Gujarati (9.1%)	09.1% Gujarati	1.270398e+09
Humber Valley Village	14453	5.45	2652	-0.1	80618.0	Ukrainian (3.9%)	03.9% Ukrainian	1.165172e+09
Elia (Jane and Finch)	48003	7.66	6267	-10.0	22691.0	Vietnamese (6.9%)	06.9% Vietnamese	1.089236e+09
High Park North	22746	2.18	10,434	-1.6	46437.0	Polish (3.0%)	03.0% Polish	1.056256e+09
Sunnylea	17602	5.23	3366	-1.1	51398.0	Polish (5.2%)	05.2% Polish	9.047076e+08
Richview	26053	6.51	4002	-4.0	34579.0	Italian (4.2%)	04.2% Italian	9.008867e+08
Upper Beaches	19830	2.92	6791	0.5	44346.0	Cantonese (0.7%)	00.7% Cantonese	8.793812e+08
Hoggs Hollow	3123	2.76	1132	2.0	222560.0	Unspecified Chinese (2.4%)	02.4% Unspecified Chinese	6.950549e+08
Rouge	22724	28.72	791	175.0	29230.0	Tamil (15.6%)	15.6% Tamil	6.642225e+08

Cluster 1 vs Cluster 2

	Cluster 1	Cluster 4
Size of cluster	121	33
Buying power (top 10)	1.462970e+10	1.024294e+10
Similarity of cousine (top 10)	Not found	Not found
Number of neighborhoods with positive population growth (top 10)	7	4





Conclusion

- Cluster 1
- Forest Hill or Willowdale