Open a restaurant in east Toronto
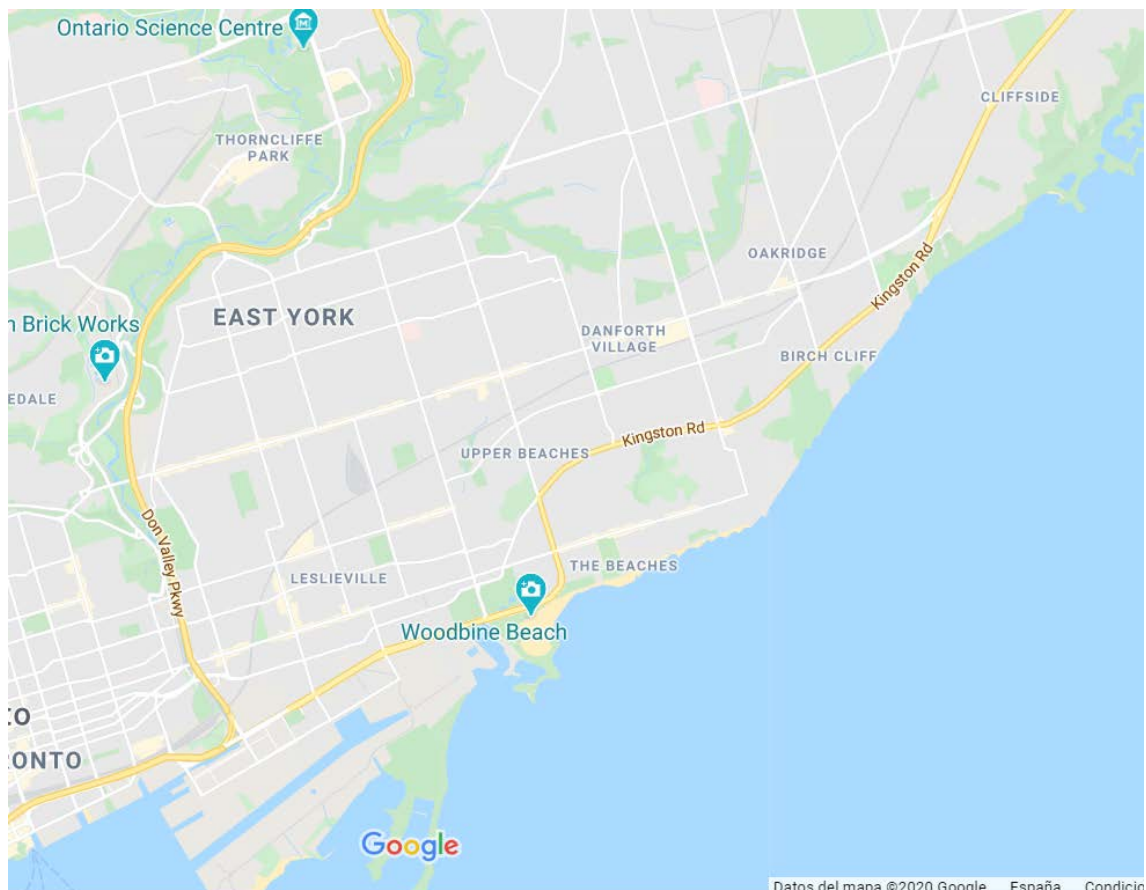
In this Week im goint to check the diferences between the neighbourhoods of the East Toronto Borough, trying to understand what kind of business are well rated in each neighbourhoods and helping a business man that would like to know where to open a new restaurant and what kind of restaurant should it open in East Toronto Borough.

In order to do that, we are going to use the dataset from the previous week, filtering the final dataframe by East Toronto.

	Borough	Neighbourhood	Postcode	Latitude	Longitude
0	East Toronto	The Beaches	M4E	43.676357	-79.293031
1	East Toronto	The Danforth West, Riverdale	M4K	43.679557	-79.352188
2	East Toronto	The Beaches West, India Bazaar	M4L	43.668999	-79.315572
3	East Toronto	Studio District	M4M	43.659526	-79.340923
4	East Toronto	Business Reply Mail Processing Centre 969 Eastern	M7Y	43.662744	-79.321558

After that we are going to get some information about the shops in that area trying to find a market niche to deploy a new shop with more odds of success.
The data source is going to be FourSquare API, with that API we could have enough information to help the business man to deploy the best business according to the neighbourhood.

In the next picture we can see the shops opened in each of the neighbourhoods:

	PostalCode	Borough	Neighbourhood	VenueCategory	VenueName
0	M4E	East Toronto	The Beaches	Other Great Outdoors	1
1	M4E	East Toronto	The Beaches	Park	1
2	M4E	East Toronto	The Beaches	Trail	1
3	M4K	East Toronto	The Danforth West, Riverdale	Greek Restaurant	1
4	M4L	East Toronto	The Beaches West, India Bazaar	Fish & Chips Shop	1
5	M4L	East Toronto	The Beaches West, India Bazaar	Park	1
6	M4M	East Toronto	Studio District	Bakery	1
7	M4M	East Toronto	Studio District	Bank	1
8	M4M	East Toronto	Studio District	Bar	1
9	M4M	East Toronto	Studio District	Bookstore	1
10	M4M	East Toronto	Studio District	Café	2
11	M4M	East Toronto	Studio District	Cheese Shop	1
12	M4M	East Toronto	Studio District	Clothing Store	1
13	M4M	East Toronto	Studio District	Coffee Shop	2
14	M4M	East Toronto	Studio District	Convenience Store	1
15	M4M	East Toronto	Studio District	Gastropub	1
16	M4M	East Toronto	Studio District	Ice Cream Shop	1
17	M4M	East Toronto	Studio District	Pet Store	1
18	M4M	East Toronto	Studio District	Sandwich Place	1
19	M4M	East Toronto	Studio District	Seafood Restaurant	1
20	M4M	East Toronto	Studio District	Thrift / Vintage Store	1
21	M7Y	East Toronto	Business Reply Mail Processing Centre 969 Eastern	Auto Workshop	1
22	M7Y	East Toronto	Business Reply Mail Processing Centre 969 Eastern	Brewery	1

Analizing the Data we can see that there are two options to deploy a business:

- Option 1: the more risky way its try to open a shop/restaurant in the M7Y, M4E, M4K, M4L neighbourhoods. Why? it seems clear that in this neighbourhoods for some reason there are not restaurants or coffes, that could be because its not a   residential area, furthermore, we can see that there isnt shops, so it isnt too a good commercial area (the people usually go to shopping to a area with more shops in order to find the best option.

- Option 2: the Sdudio District is the most popular neighbourhood in East Toronto, ther are shops, coffee shops, and much   more business, so it seems to be the most crowded area in the borough.

After the analysis we decided to open a new chill out restaurant/pub in order to feed the people that came to spend the time in this area, and in the nights we are open in order to give cocktails to the clients.