Capstone Project - Buying a First Home in Toronto, Canada

# 1.0 Introduction / Business Problem

A common problem many future first-time homeowners face is where they should buy their home. Where is the ideal location to put forth one of their largest investments?

My goal is to arrive at a recommendation as to where a first-time homeowner should purchase their first home, based on a few assumptions I think first-home owners would look for when buying a house.

## 1.1 The targeted demographic

The targeted demographic for my study are **young** first-time homeowners that are interested in buying their first home. As a result, I will be making the following assumptions, in accordance with their first-home preferences.

My “simplified and targeted” first-time homeowner looks for the following things when looking to buy a home:

1. Must be affordable and within their budget
2. Wants to be close to as many venues and services as possible (i.e. gym, supermarket, coffee shops, etc.)
3. Wants to be close to public transportation or have easy access to highways
4. Wants to be close to downtown as possible
5. Wants to be near some of the best restaurants.

# 2.0 Data

In order to come up with a recommendation to answer the question of where “my targeted” first-time homeowner should buy their home. The following data points will be needed in order to accommodate their purchasing needs.

1. Data on the affordability of houses are by area in Toronto
2. Data for most major venues and services around Toronto
3. Data displaying where major public transportation routes are in Toronto
4. Data locating the heart of downtown.
5. Data containing some of the best-rated restaurants in Toronto.

With all this data, the goal would be to find a location that best meets most / all of these requirements.