Introduction

The aim of capstone project is to develop a battle of neighborhood for opening a Bakery in Toronto. The ideas is to find a neighborhood where there are no or not many Bakery. This will provide a great insight to entrepreneurs looking for opening a Bakery business opportunity in Toronto. Bakery is one of the basic need of people. The results of this project will add great value in the decision making for entrepreneurs or existing bakery owners who wants to expand to other neighborhood.

Business Problem

The objective is to find the most suitable location for the entrepreneur or existing bakery owner to open a new bakery in Toronto, Canada. Using clustering by k-means of machine learning methods in data science, this project aims to provide insight to answer the business question: Which location is the most suitable for opening a bakery by an entrepreneur looking for business opportunity or existing bakery owner looking for expansion?

Target Audience

The entrepreneur who is looking for business opportunity or the existing bakery owner who wants to expand to new location.

Data

To solve this problem, I will need below data:

- List of neighborhoods in Toronto, Canada.
- Latitude and Longitude of these neighborhoods.
- Venue data related to Bakery. This will help us find the neighborhoods that are most suitable to open a Bakery.

Extracting the data

- Scrapping of Toronto neighborhoods via Wikipedia.
- Getting Latitude and Longitude data of these neighborhoods via Geocoder package or using a csv file.
- Using Foursquare API to get a venue data related to these neighborhoods.