

# Opening a New Coffee Shop in Toronto

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**January 2021**

Background



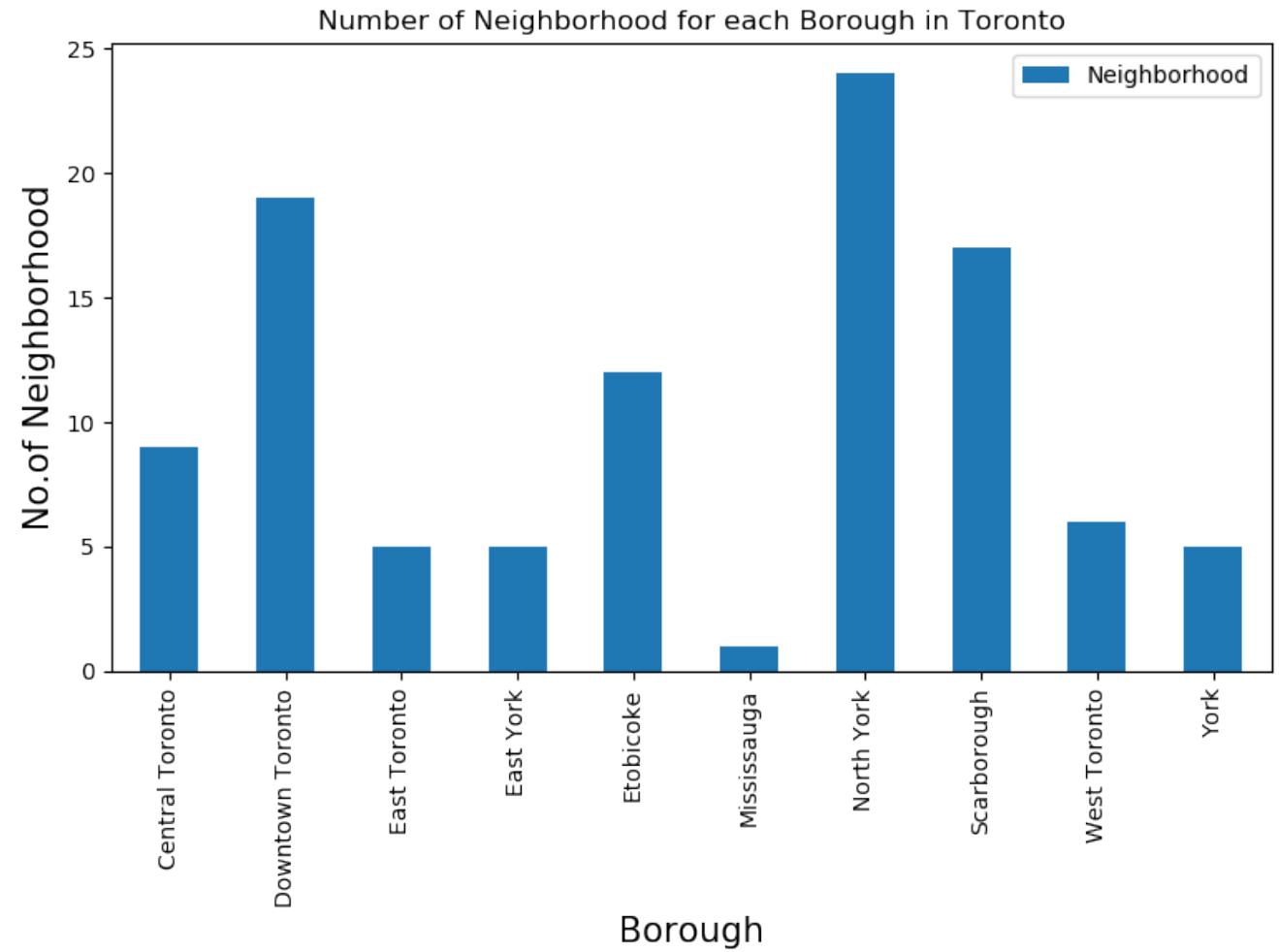
# Business Problems

- What is the best location in Toronto for coffee shop?
- Which area lack of coffee shop?
- What is the best place to stay if you prefer to get a coffee more comfortable?

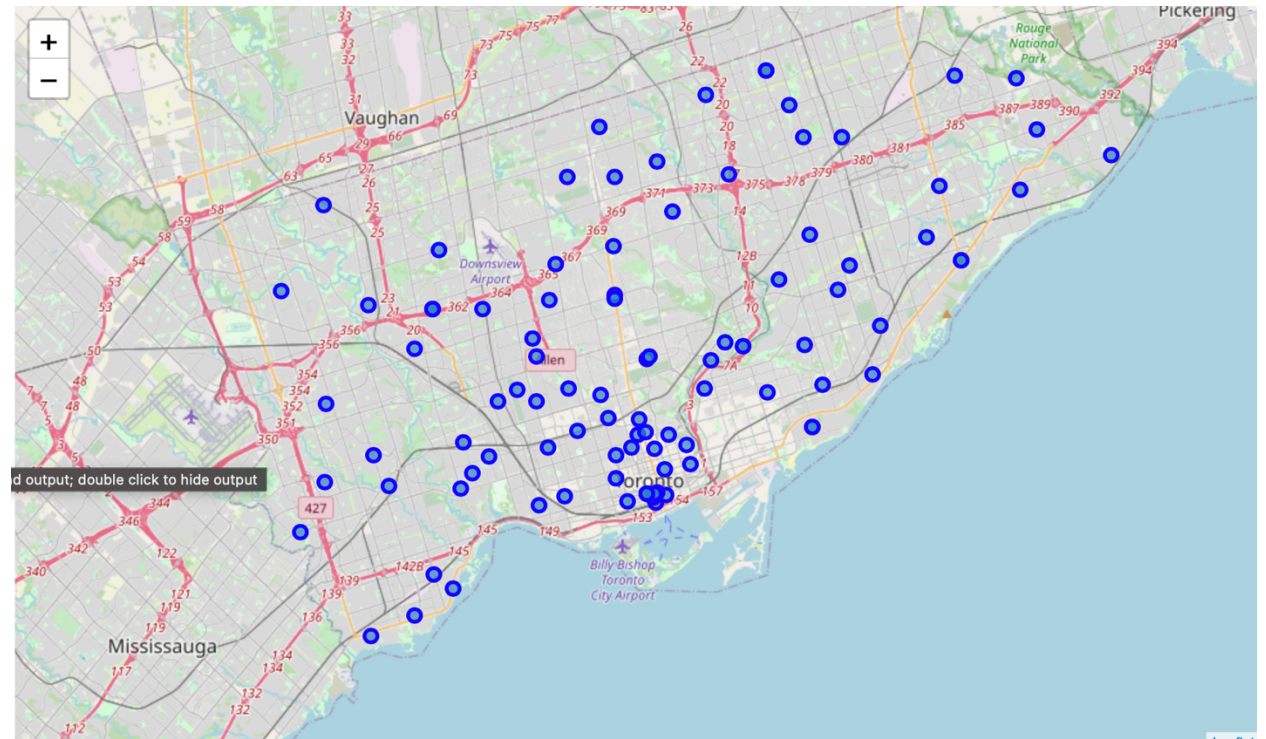
# Web scraping

	Postalcode	Borough	Neighborhood
0	M1B	Scarborough	Malvern, Rouge
1	M1C	Scarborough	Rouge Hill, Port Union, Highland Creek
2	M1E	Scarborough	Guildwood, Morningside, West Hill
3	M1G	Scarborough	Woburn
4	M1H	Scarborough	Cedarbrae
5	M1J	Scarborough	Scarborough Village
6	M1K	Scarborough	Kennedy Park, Ionview, East Birchmount Park
7	M1L	Scarborough	Golden Mile, Clairlea, Oakridge
8	M1M	Scarborough	Cliffside, Cliffcrest, Scarborough Village West
9	M1N	Scarborough	Birch Cliff, Cliffside West

North York and Downtown  
Toronto have the large  
number of Neighborhoods



Map of the  
neighborhood  
in each borough



# Foursquare API

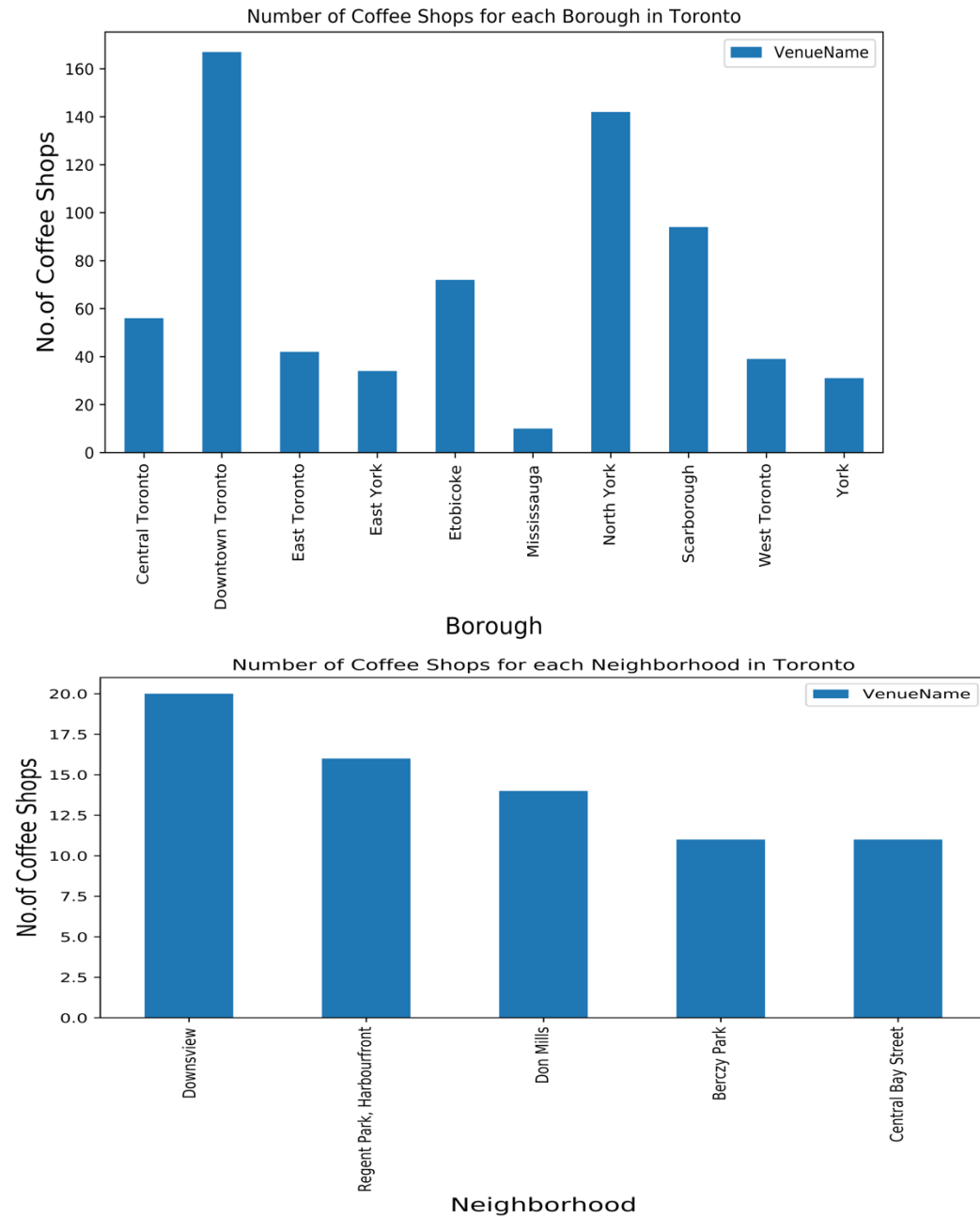
There are 687 coffee shops in Toronto

	Borough	Neighborhood	VenueName	VenueCategory
0	Scarborough	Malvern, Rouge	Shoppers Drug Mart	Pharmacy
1	Scarborough	Malvern, Rouge	Malvern Arena	Skating Rink
2	Scarborough	Malvern, Rouge	Subway	Sandwich Place
3	Scarborough	Malvern, Rouge	Images Salon & Spa	Spa
4	Scarborough	Malvern, Rouge	Lindt Outlet Boutique	Chocolate Shop

	Borough	Neighborhood	VenueName	VenueCategory
24	Scarborough	Malvern, Rouge	Tim Hortons / Esso	Coffee Shop
32	Scarborough	Rouge Hill, Port Union, Highland Creek	Starbucks	Coffee Shop
40	Scarborough	Rouge Hill, Port Union, Highland Creek	Tim Hortons	Coffee Shop
61	Scarborough	Guildwood, Morningside, West Hill	Starbucks	Coffee Shop
64	Scarborough	Guildwood, Morningside, West Hill	Starbucks	Coffee Shop



# Bar Chart





Downsview in North York has  
Coffee Shops with a total  
count of 20

	Borough	Neighborhood	VenueName	VenueCategory
2225	North York	Downsview	Tim Hortons	Coffee Shop
2238	North York	Downsview	Tim Hortons	Coffee Shop
2255	North York	Downsview	Tim Hortons	Coffee Shop
2258	North York	Downsview	Tim Hortons	Coffee Shop
2283	North York	Downsview	Coffee Time	Coffee Shop
2295	North York	Downsview	Tim Hortons	Coffee Shop
2308	North York	Downsview	Tim Hortons	Coffee Shop
2325	North York	Downsview	Tim Hortons	Coffee Shop
2328	North York	Downsview	Tim Hortons	Coffee Shop
2353	North York	Downsview	Coffee Time	Coffee Shop
2365	North York	Downsview	Tim Hortons	Coffee Shop
2378	North York	Downsview	Tim Hortons	Coffee Shop
2395	North York	Downsview	Tim Hortons	Coffee Shop
2398	North York	Downsview	Tim Hortons	Coffee Shop
2423	North York	Downsview	Coffee Time	Coffee Shop
2435	North York	Downsview	Tim Hortons	Coffee Shop
2448	North York	Downsview	Tim Hortons	Coffee Shop
2465	North York	Downsview	Tim Hortons	Coffee Shop
2468	North York	Downsview	Tim Hortons	Coffee Shop
2493	North York	Downsview	Coffee Time	Coffee Shop

# Conclusions

- Most of the Coffee Shops are concentrated in downtown Toronto, with the number over 160. On the other hand, bar chart shows that Mississauga has the lowest number of Coffee shops.
- This represents a great opportunity and high potential areas to open new coffee shops in Mississauga as there is very little to no competition from existing coffee shops.
- If you want to get coffee more easily, live in Downsview, North York is a good choice.