New Business Recommender System

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1. Introduction

1.1 Background

Starting a new business is big a thing for everyone. It requires good Investment and great Business Plan. I have someone looking for to open a coffee shop in Toronto with questions in mind what kind coffee shop can suite and where to open the shop.

1.2 Problem

The Problem is once decided the business the next ultimate question is 'Where'?. So finding a great location is very important for any business. Using the data we have this project is aim to find a great location also suggest what kind of coffee shop is famous in the city like coffee chains, traditional coffee or local coffee model like that.

1.3 Interest

Any individual who wants to be an entrepreneur will be interested in learning the market trends and potential opportunity for their business.

2. Data Acquisition and Cleaning

2.1 Data Sources

The required data for my project is available on the Web. For Toronto from Wikipedia page (https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M) and I will be using the Foursquare location data for more deep analysis.

The Postal codes from wiki page is like below. It has post code, Borough and Neighborhood info as a tabular format.

Postcode ⬧	Borough ⬧	Neighbourhood ⬧
M1A	Not assigned	Not assigned
M2A	Not assigned	Not assigned
M3A	North York	Parkwoods
M4A	North York	Victoria Village
M5A	Downtown Toronto	Harbourfront
M6A	North York	Lawrence Heights
M6A	North York	Lawrence Manor
M7A	Downtown Toronto	Queen's Park
M8A	Not assigned	Not assigned
M9A	Queen's Park	Not assigned
M1B	Scarborough	Rouge
M1B	Scarborough	Malvern
M2B	Not assigned	Not assigned
M3B	North York	Don Mills North
M4B	East York	Woodbine Gardens
M4B	East York	Parkview Hill

By passing the post codes to Geocodes API to get the Latitude and Longitude values. Then will pass those values into Foursquare API, explore the coffee shops and other business and public gathering areas in each Borough and find out more famous and trendy coffee shops.