

# Exploring Suitability of the Neighborhood for the Business Expansion

Peer-graded Assignment: Capstone Project  
IBM Data Science Professional Certificate

# Outline



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Data description



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# Background



A middle-sized wholesale distribution business which is delivering fresh produce and meats from Ontario farms to various companies is considering expanding her delivery services to businesses in North York neighbourhood of Toronto



This wholesale distribution business owner is looking to understand with the help of the data analysis:

what sorts of businesses are located in the North York neighbourhood of Toronto?

how many companies or venues are located in the North York neighbourhood of Toronto and its sub-regions (e.g., “Victoria Village”)?

what are the top most popular venues?

# Data Description



TORONTO NEIGHBORHOODS DATA  
[HTTPS://EN.WIKIPEDIA.ORG/WIKI/LIST\\_OF\\_POSTAL\\_CODES\\_OF\\_CANADA: M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)



GEOLOCATIONS DATA  
[HTTPS://COCL.US/GEOSPATIAL\\_DATA](https://cocl.us/geospatial_data)



VENUES DATA [WWW.FOURSQUARE.COM](http://www.foursquare.com)  
(E.G., VENUE LOCATION, NAME AND CATEGORY).

The obtained data will be analyzed to answer the questions of the study



Exploratory data analysis is then used to:

group all the venues in the North York neighborhood by the type of the venue;

see how many venues of each type are in the North York neighborhood;

sort all of the venues based on their popularity in each area of the North York neighborhood

# Methodology

# Results



Over 100 unique categories of businesses and venues in the North York neighborhood.



The following categories can be of interest as prospective clients of the wholesale distribution business owner: restaurants (various cuisines and types, from fast food to upscale), bakeries, bars, breakfast cafes, diners, ice cream shops, and convenience stores.



There is at least 1 of top 3 most common venues in each area that can be of interest to the wholesale distribution business owner for the purpose of business expansion

# Discussion

- Surprising number of potential venues of interest for the wholesale distribution business were discovered through this analysis.
- This is despite the fact that North York neighbourhood is a suburb and not central part of Toronto.

# Conclusion

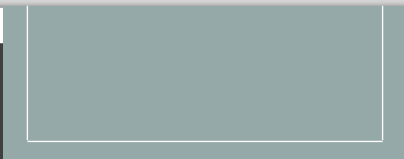


Through this analysis, it was discovered that North York neighborhood of Toronto may be an attractive option to explore and consider further for business expansion for the wholesale distribution business owner.



This report may be informative for someone planning on expanding or starting a wholesale distribution business of delivering fresh produce and meats from Ontario. However, it does not cover all variables such as existing competition in the area, the produce demand forecast or even current fresh produce demand.





THANK YOU