



# Where to Expand?

# Starting a business

- Starting a new business or a new branch can be really tricky taking into consideration the amount of money, time and effort you will be putting to start it.
- Knowing where to start your business and when to start it are the two key factors towards a better decision
- In this presentation we will show a comparison between the top 5 venues in Manhattan and Toronto and analyze where is the best place to open a new coffee shop



# Data acquisition and cleaning

- Data were taken from Wikipedia for Toronto and from cocl.us
- Data about the venues were taken from foursquare
- We cleaned the data by removing unnecessary columns and not assigned values
- We imported data about the venues and merged them with the initial data to make a clean, clear dataframe



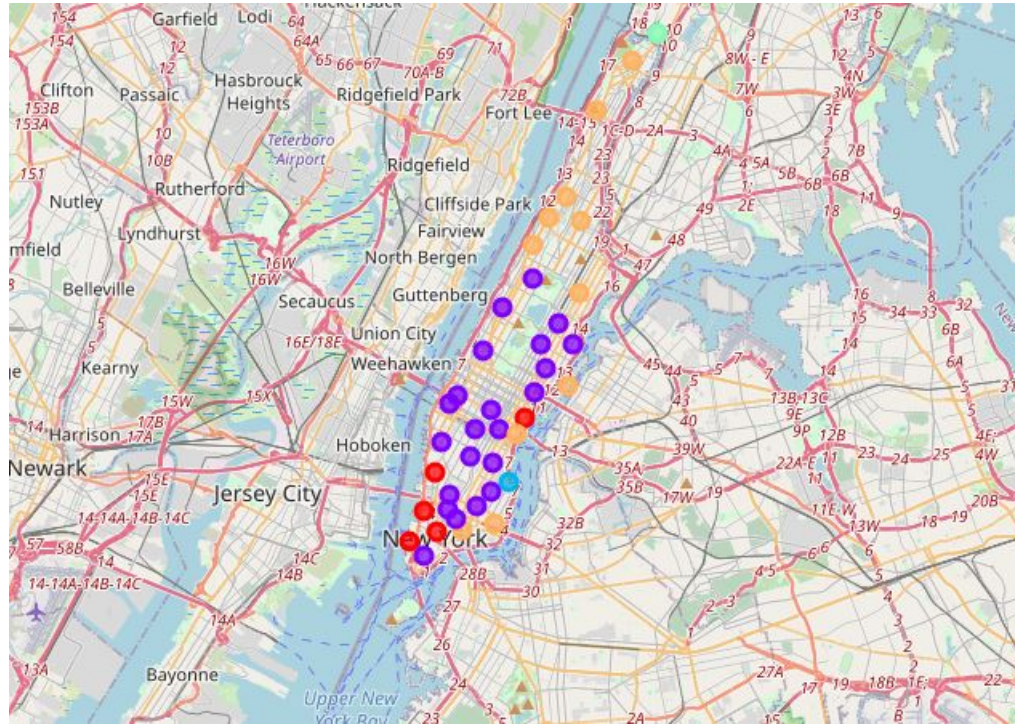
# Top 5 venues in Manhattan

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
0	Battery Park City	Park	Hotel	Gym	Coffee Shop	Memorial Site
1	Carnegie Hill	Coffee Shop	Pizza Place	Café	Bookstore	Gym / Fitness Center
2	Central Harlem	African Restaurant	Chinese Restaurant	Gym / Fitness Center	American Restaurant	Cosmetics Shop
3	Chelsea	Art Gallery	Coffee Shop	Ice Cream Shop	Café	American Restaurant
4	Chinatown	Chinese Restaurant	Bakery	Cocktail Bar	Bubble Tea Shop	Ice Cream Shop

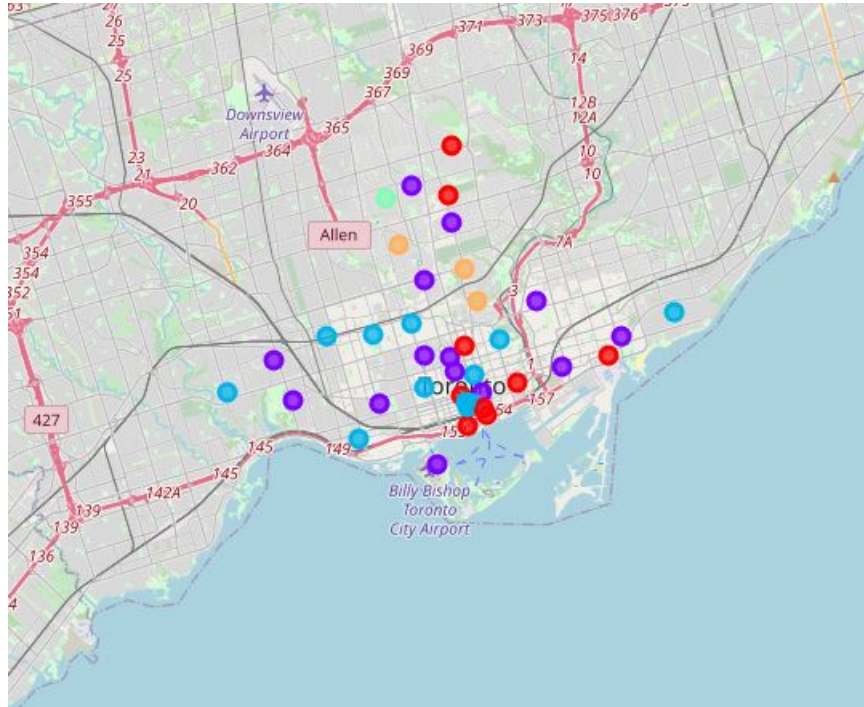
# Top 5 venues in Toronto

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
0	Berczy Park	Coffee Shop	Farmers Market	Concert Hall	Cocktail Bar	Museum
1	Brockton, Parkdale Village, Exhibition Place	Coffee Shop	Pet Store	Furniture / Home Store	Italian Restaurant	Gym
2	Business reply mail Processing Centre, South C...	Garden Center	Auto Workshop	Pizza Place	Burrito Place	Restaurant
3	CN Tower, King and Spadina, Railway Lands, Har...	Airport Lounge	Coffee Shop	Bar	Airport	Airport Food Court
4	Central Bay Street	Coffee Shop	Gastropub	Italian Restaurant	Modern European Restaurant	Middle Eastern Restaurant

# Clustering Algorithm Result: Manhattan



# Clustering Algorithm Result: Toronto



# Conclusion and future directions

- Both cities present high potential for a new coffee shop
- In Manhattan we can see that in most of the times, the top venues are coffee shop or café which makes it more competitive to start a new coffee shop in Manhattan.

