

ARITZ IZAGUIRRE

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**CAPSTONE**

# INTRODUCTION WHERE YOU DISCUSS THE BUSINESS PROBLEM AND WHO WOULD BE INTERESTED IN THIS PROJECT.

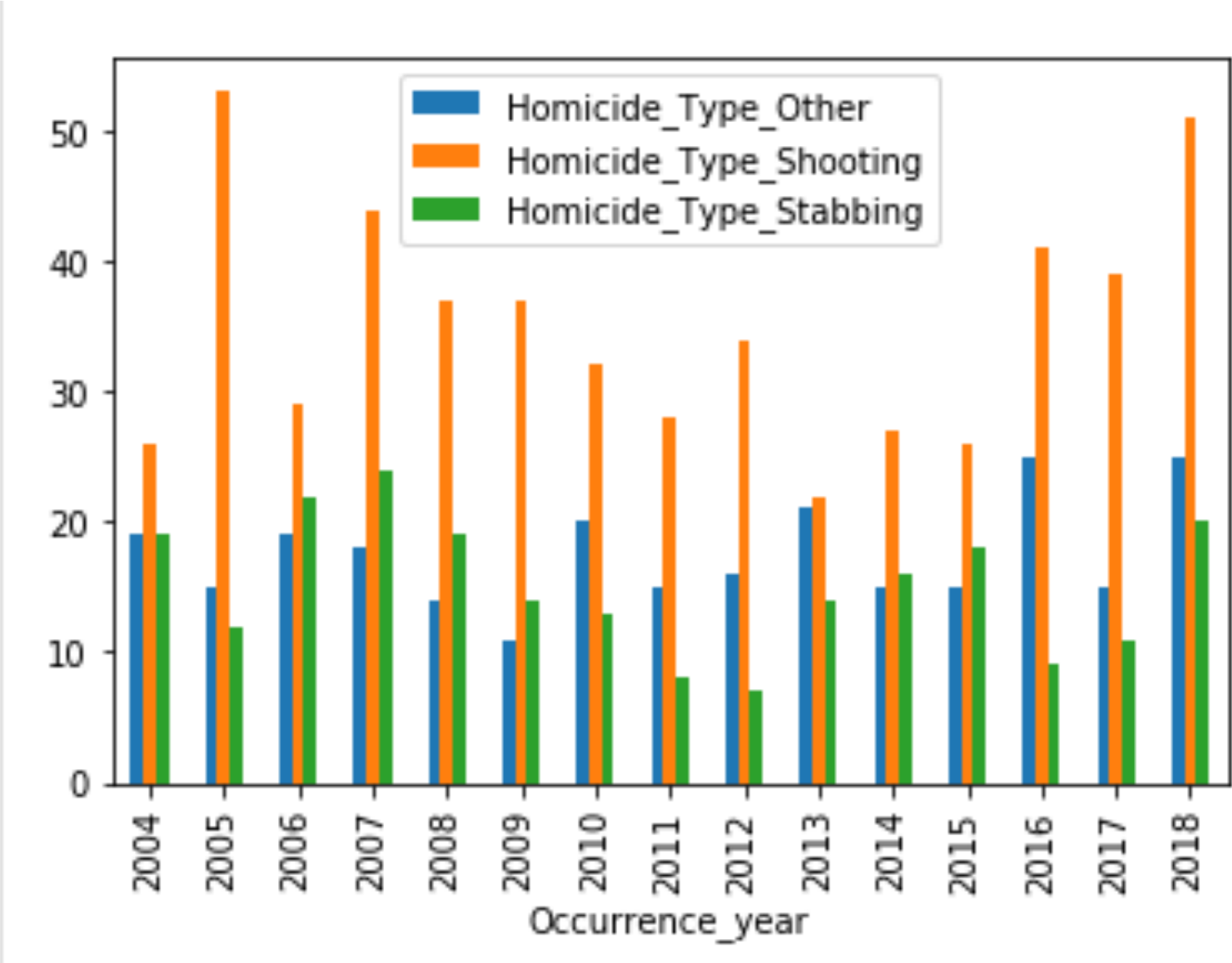
My partner and I moved to Toronto, and we want to start a new business.

The business we want to set up is a Stationery shop, in which we want to sell books and school supplies for children, but with an ecological point of view, trying to sell products with recycled material.

However, we don't know the city of Toronto very well, therefore we want to analyze the situation of the city, and for this we want to look for:

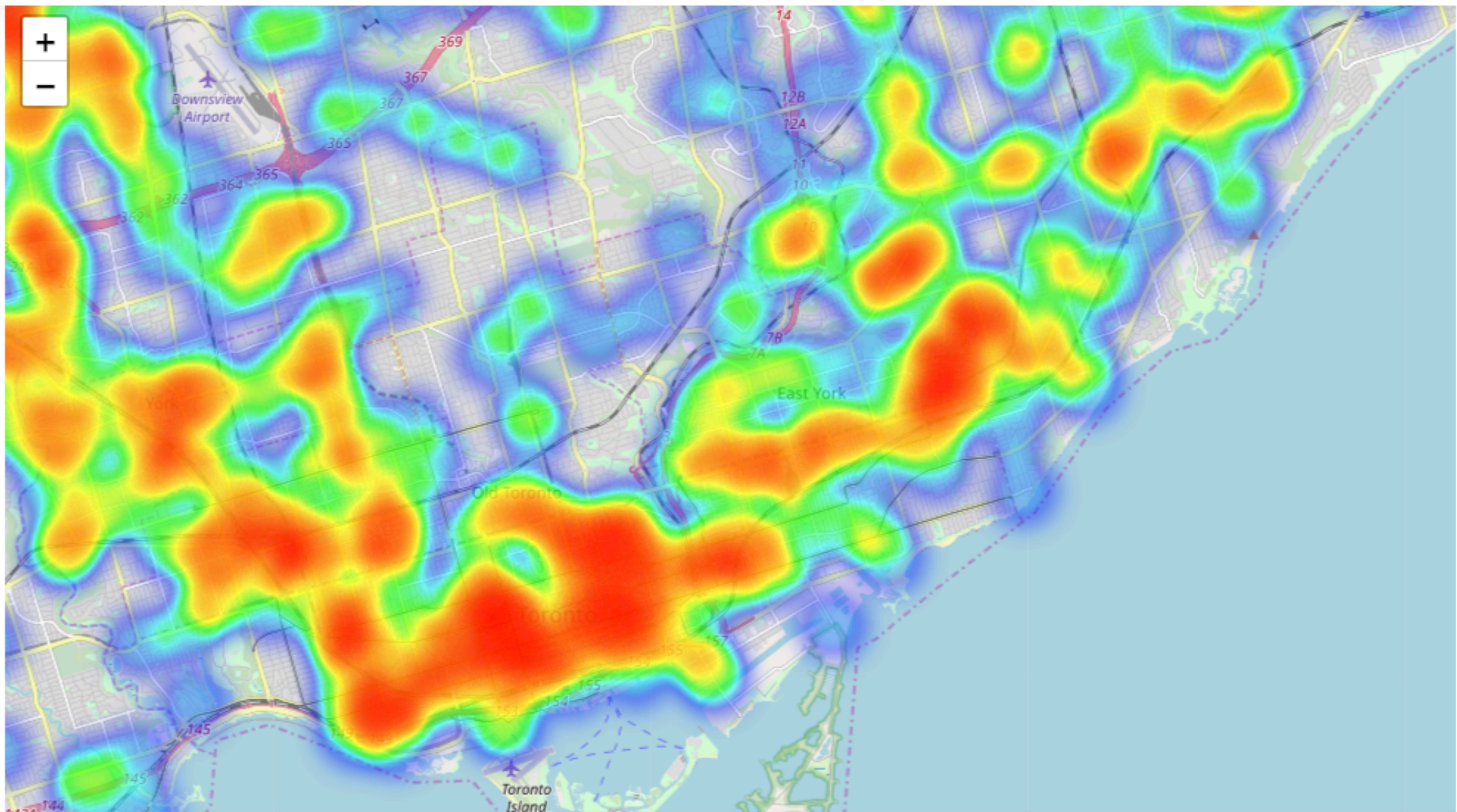
- **A safe place**
- **Near schools**
- **That there is not much competition**

# A SAFE PLACE



# HEAT MAP OF HOMICIDIES IN TORONTO

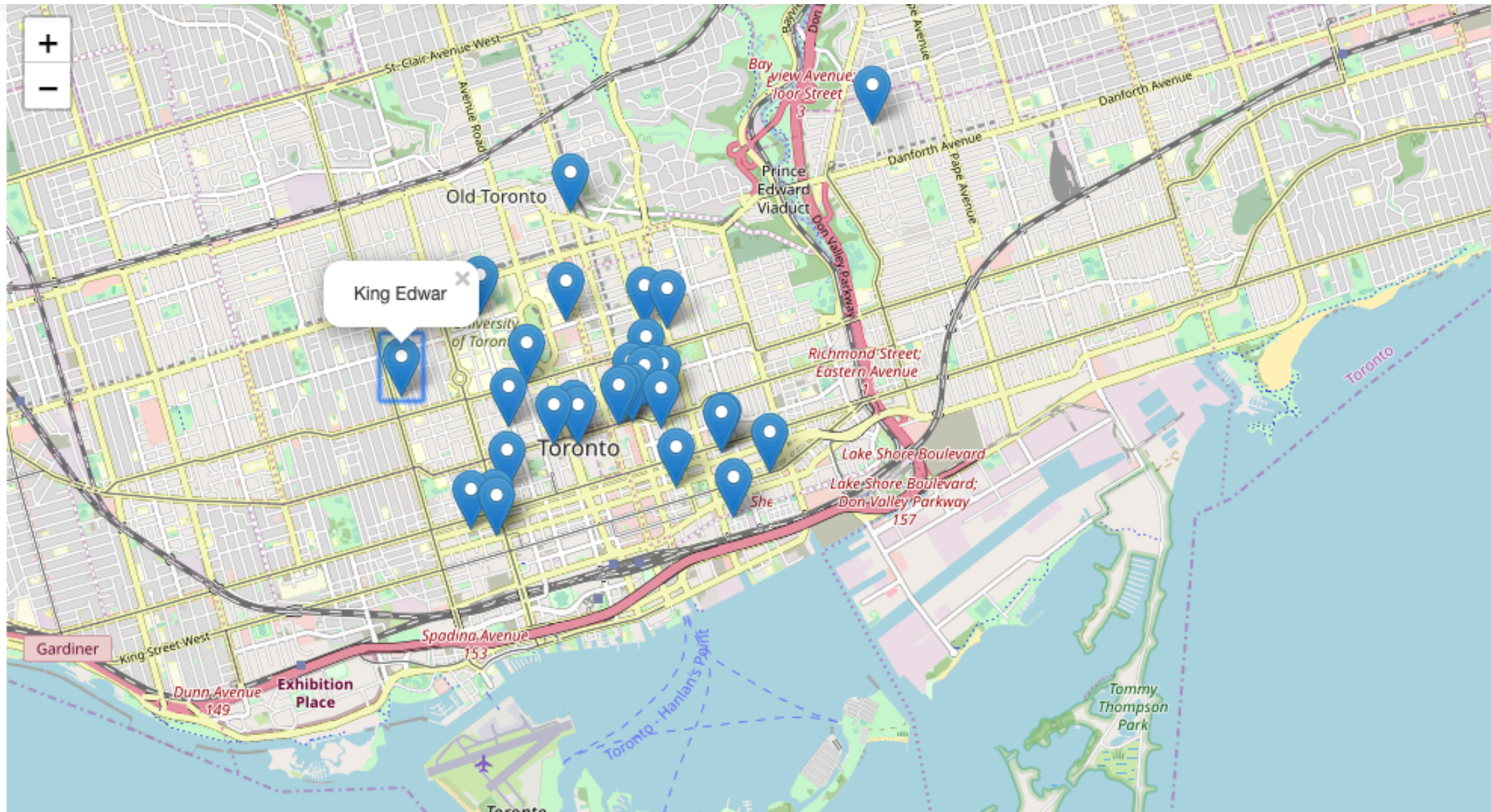
Out[133]:





# SCHOOLS IN TORONTO

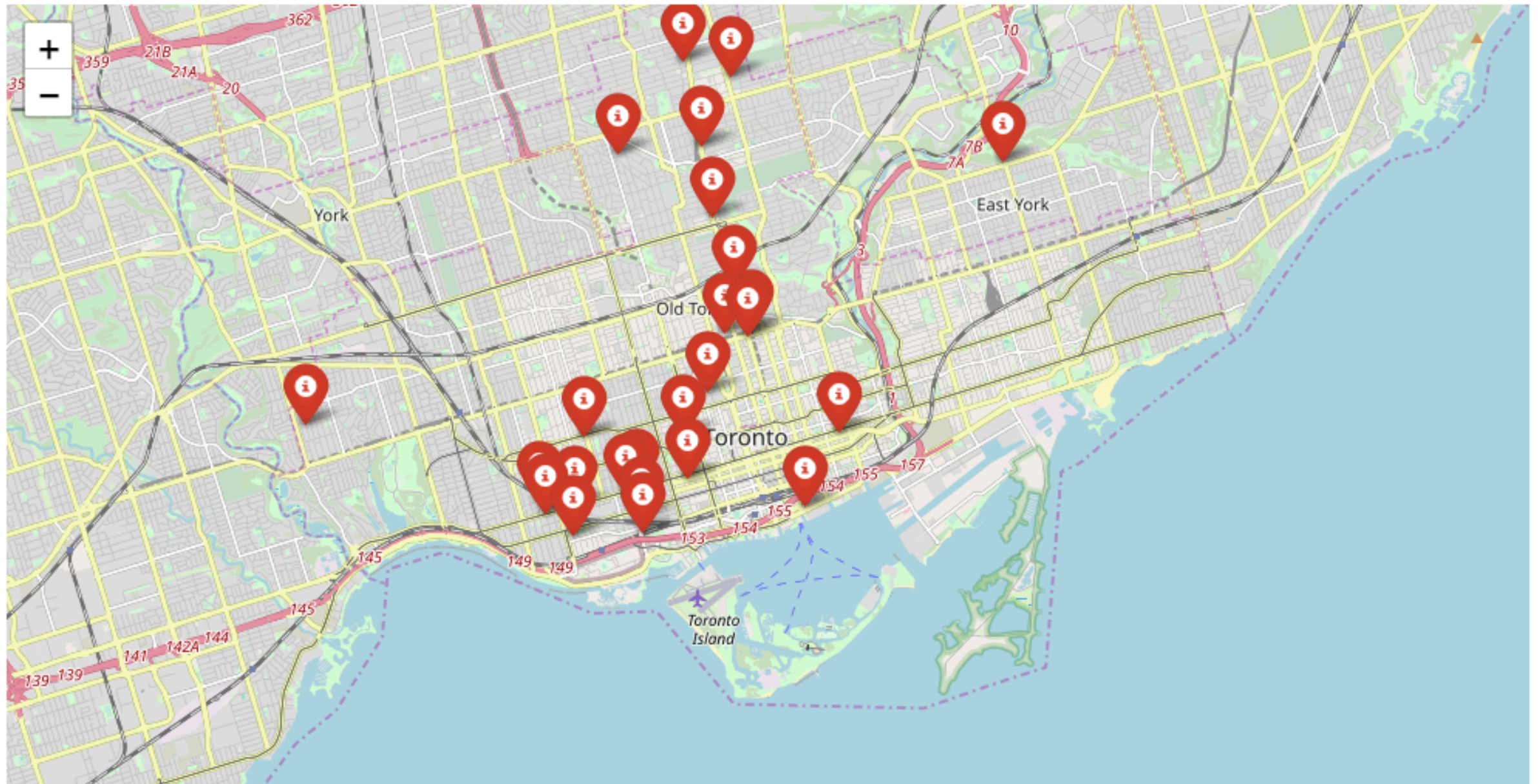
Out[50]:





# PAPER SHOPS IN TORONTO

Out[170]:





# BEST PLACE FOR SHOP

