

# Trending places in TORONTO



# Introduction

Mergers come into play in the world of business for two very different reasons. The first is when you've decided it makes sense to join forces with another company to reap the rewards that come from your combined strengths. A smart business merger can help you enter a new market, reach more customers, freeze out a competitor or fill a gap in your company's abilities. Mergers can get you on the fast track to become more competitive. With a complementary partner, your business can acquire products, distribution channels, technical knowledge, infrastructure or cash to propel you to a new level of success. The flexibility and power boost they provide can be a key strategic tool for today's entrepreneurs. And the best part is that they can go wherever your ideas take them(source:<https://www.entrepreneur.com/encyclopedia/mergers>).

In this scenario a company who wants to expands its business into a new city, wants to do analysis of famous and trending places in Toronto, where people usually prefer to go over others. The company wants to narrow down some trending places in Toronto so that they can open their new center or merge with a existing player in that particular area.



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# 1. Business Problem

A famous restaurant chain, headquartered in London, had slowly expanded their arms to various untouched cities in Europe, and with time they have grown up quite significantly, instead of opening new restaurant, the companies believe in collaboration.

They had already collaborated with major local players in approximately 34 cities in western Europe, and the company is making high revenue out of it. One peculiar thing about the company is that they not only invest in other restaurant or eating joints, they also collaborate with cafes, regional snack centre and other places where people go for an experience.

The company wants to expand its boundary and this time they have their eye on Toronto. The company is looking forward for major experience and food players in famous and trending areas.

**NOTE:** The company wants to shortlist certain trending areas in Toronto



## 2. Data

We will be using foursqaure data for this report generation, we will shortlisting certain trending places in Toronto where people usually go for the purpose of entertainment and food.

The main focus here is to shortlist trending areas in the Toronto, and not the exact Restaurants and Entertainment centers.

We will be narrowing down our list of Trending places in Toronto based on user experiences and number of average number of people visit that area and many others.

We will be using data from Foursquare.com as well various other website, also we will be loading some CSV containing data which might be helpful for our analysis.

### 3. Analysis

We load the data in python and also use Foursquare API to generate a series of results which includes the trending area in Toronto.

Based on the users rating and average number people visiting that area, we had shortlisted several places in the Toronto.

We also analyse the data over weekends, which tends to explore that which area is most frequently visited in Toronto over weekends

### 4. Result

Based on the analysis we had shortlisted several trending areas in Toronto and we put the results into a pandas Dataframe.

Harbourfront,Regent Park
Ryerson,Garden District
St. James Town
The Beaches
Berczy Park
Central Bay Street
Christie
Adelaide,King,Richmond
Dovercourt Village,Dufferin
Harbourfront East,Toronto Islands,Union Station
Little Portugal,Trinity
The Danforth West,Riverdale

The company should forward for these place to search for a potential partner or settle up a new infrastructure whole together.