Tea or Coffee?

Problem Background:

Toronto is one of the most multicultural urban areas in the world. Each year tens of thousands of newcomers from around the globe choose our city as their new home. Their diverse cultures and communities have helped create Toronto's identity as a vibrant global city.

Toronto is Canada's largest city and a world leader in such areas as business, finance, technology, entertainment, and culture. Its large population of immigrants from all over the globe has also made Toronto one of the most multicultural cities in the world. Being Canada's largest City, the city is home to 2,956,024 persons who live within a 630 square kilometre area.

Selecting the right location for a business is one of the first and very important decision in running a business. Starting a new business in a metropolitan city such as Toronto can be challenging. Toronto has 39 neighbourhoods. It is important to evaluate different neighbourhoods based on the factors that are important for running a successful business such as the number of competitors within a geographical area.

Problem Description

An entrepreneur is interested in opening a Coffee Shop in Toronto but needs to identify the best location to do so. Therefore, the objective of this project is to determine what might be the 'best' neighbourhood(s) in Toronto to open a Coffee Shop.

Target Audience:

Entrepreneurs who are interested in opening a new Coffee Shop or expanding their existing chain in the Toronto area.

Data Overview:

To identify the optimal location, we would need to determine the following:

- The number of neighbourhoods in Toronto
- The geographical location of these neighbourhoods
- The number of venues that are Coffee Shops

To determine the items listed above we would use the following datasets:

- A Wikipedia page which will provide the postal code, borough and the name of the neighbourhoods present in Toronto (https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
- The CSV file of geographical coordinates from the Geocoder package which has the geographical coordinates of each postal code. (http://cocl.us/Geospatial_data)
- Foursquare API to get venue data pertaining to restaurants.