**Opening a venue in London, Ontario**

**Introduction**

**Local conditions**

London is a city in [southwestern Ontario](https://en.wikipedia.org/wiki/Southwestern_Ontario), Canada, along the [Quebec City–Windsor Corridor](https://en.wikipedia.org/wiki/Quebec_City%E2%80%93Windsor_Corridor). The city had a population of 383,822 according to the 2016 Canadian census. London is at the confluence of the [Thames River](https://en.wikipedia.org/wiki/Thames_River_(Ontario)), approximately 200 km (120 mi) from both [Toronto](https://en.wikipedia.org/wiki/Toronto) and [Detroit](https://en.wikipedia.org/wiki/Detroit); and about 230 km (140 mi) from [Buffalo](https://en.wikipedia.org/wiki/Buffalo,_New_York), [New York](https://en.wikipedia.org/wiki/New_York_(state)). The city of London is a separated municipality, [politically separate](https://en.wikipedia.org/wiki/List_of_Ontario_separated_municipalities) from [Middlesex County](https://en.wikipedia.org/wiki/Middlesex_County,_Ontario), though it remains the county seat.

London is a regional centre of healthcare and education, being home to the [University of Western Ontario](https://en.wikipedia.org/wiki/University_of_Western_Ontario) (which brands itself "Western University"), [Fanshawe College](https://en.wikipedia.org/wiki/Fanshawe_College), and several hospitals (including a [University Hospital](https://en.wikipedia.org/wiki/University_Hospital_(London,_Ontario))). The city hosts a number of musical and artistic exhibits and festivals, which contribute to its tourism industry, but its economic activity is centred on education, medical research, [insurance](https://en.wikipedia.org/wiki/Insurance), and [information technology](https://en.wikipedia.org/wiki/Information_technology). London's university and hospitals are among its top ten employers. London lies at the junction of [Highway 401](https://en.wikipedia.org/wiki/Ontario_Highway_401) and [402](https://en.wikipedia.org/wiki/Ontario_Highway_402), connecting it to Toronto, [Windsor](https://en.wikipedia.org/wiki/Windsor,_Ontario) and [Sarnia](https://en.wikipedia.org/wiki/Sarnia). It also has an [international airport](https://en.wikipedia.org/wiki/London_International_Airport) and train and bus stations.

**Cost of living**

The city's cost of living is low compared to other southern Ontario cities. According to the London St. Thomas Association of Realtors, the average price of a home in the London and [St. Thomas](https://en.wikipedia.org/wiki/St._Thomas,_Ontario) area in 2016 is $274,383, which is substantially lower than the national average of $467,082. It is also well below the average home prices of nearby cities including [Toronto](https://en.wikipedia.org/wiki/Toronto) ($736,670), [Hamilton](https://en.wikipedia.org/wiki/Hamilton,_Ontario) ($510,204), and [Kitchener-Waterloo](https://en.wikipedia.org/wiki/Kitchener-Waterloo) ($364,290).[[90]](https://en.wikipedia.org/wiki/London,_Ontario#cite_note-91) The 2015 average rental rate for a one-bedroom apartment is $781.

**Problem statement**

Given the fact that London, Ontario has a relatively small population (383,822 according to the 2016 Canadian census), what kind of potential does the city have to set-up a lucrative enterprise? Where is it the most suitable place to establish a new business? Where would be the cheapest but still popular place to open this business without being overwhelmed by the competitors? The general rule is that the farther we are from the city centre, the less expensive the places are and the less overwhelming the competition is. Moreover, we can differentiate between two types of businesses. The first ones are the first-time entrepreneurs who intend to start their very first business. The second ones are those who entrepreneurs who already run their business and to expand their business.

**Data**

In order to answer the above questions, data on London, Ontario neighborhoods, boroughs to include boundaries, latitude, longitude as well as ratings and tips are required.

The data will be acquired:

* Wikipedia https://en.wikipedia.org/wiki/List\_of\_postal\_codes\_of\_Canada:\_M
* <http://cocl.us>
* FourSquare API via the Request library in Python

**Methodology**

* The data will be collected from Wikipedia <https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M>
* The data will be cleaned and processed into a dataframe
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* The data will cleaned and processed into a dataframe.
* FourSquare will be used to locate all venues. Ratings, tips, and likes will be counted and added to the dataframe.
* Data will be sorted based on rankings.
* Finally, the data will be visually assessed using graphing from Python libraries.