Ice Cream Locations

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1 Problem Description

This project aims to help the owners of ice cream shops to get the best locations for their shops in the Scarborough, Toronto. This is based on the fact that most people like to go to ice cream stores after eating at a restaurant.

There are a lot of ice cream vendors throughout the city. But apart from the quality of the ice cream and seasonality the location of the shop matters a lot. Consider two ice cream shops A and B where A is near a football field while B is near a business park. In this situation we can say that there is higher chance of A being more profitable than B given that their ice cream quality is the same. This is because people will generally tend to go the an ice cream shop after playing football than they have while in their work place.

Similar to the above example, we can find a range of factors which will lead to better profits for the ice cream vendors. In this problem, we will choose the locations close to restaurants. We know that after people eat at a restaurant, they have a higher chance of eating ice cream after that as a dessert. So we we will use the FourSquare API to get the locations of the top restaurants in Scarborough. According to our assumption we setting up a new ice cream shop in the region close to these top restaurants will lead to better outputs for them.