

NamastTea



Investigating the Opening of a new
coffeeshop in Toronto



Namastea Essence

Namastea is a chain of **coffeehouses** that serves **biological** products

Namastea supports producers in developing countries by selling products from the **fair-trade** market in each coffeeshop

Namastea aims to invest in **organic** and **seasonal** products to increase clients' awareness towards an **healthy and sustainable** lifestyle

Namastea believes in the respect of the **environment** and promotes a **eco-friendly** lifestyle

Each Namastea location serves:

Cold and hot **beverages**

Pastries and **snacks**

Selection of sandwiches, salads and other healthy and seasonal **meal** options.



Namastea is interested in opening a new location in Toronto

Which are the best neighborhoods considering the type of served products and the target audience?





Namastea Target Audience

- ☼ young adults that prefer an healthy option for a weekend breakfast, a snack in the afternoon, a coffee with a friend and a fit smoothie after the gym;
- ☼ university students that might need a comfortable and quite place to study while having a hot beverage and that are sensitive to the respect of the environment and pick an organic options for their breaks within classes
- ☼ young professionals that prefers an healthy but quick option for their lunches or need good coffee or tea to recharge in their breaks;



Data Selection

The goal is to define the best neighborhood in Toronto

We will extract data from **Wikipedia** to identify all neighborhoods in Toronto

We will then use **Foursquare** to acquire data about :

- different venues in Toronto to select neighborhoods with universities, colleges or other higher education facilities
 - presence of offices;
 - presence of sport centers;
 - presence of other bars or coffeehouses;
 - presence of markets;
- extract list of the top 10 venues per neighborhood.



Methods



Preprocessing



Exploratory
analyses

Descriptives of venues in each neighborhood

- ✿ Selection of borough of interest

Descriptives of venues in the selected neighborhoods

- ✿ 5 most common venues for each neighborhood (frequency)
- ✿ top 10 venues for each neighborhood



Clustering



Results

Selected Borough:
Downtown Toronto

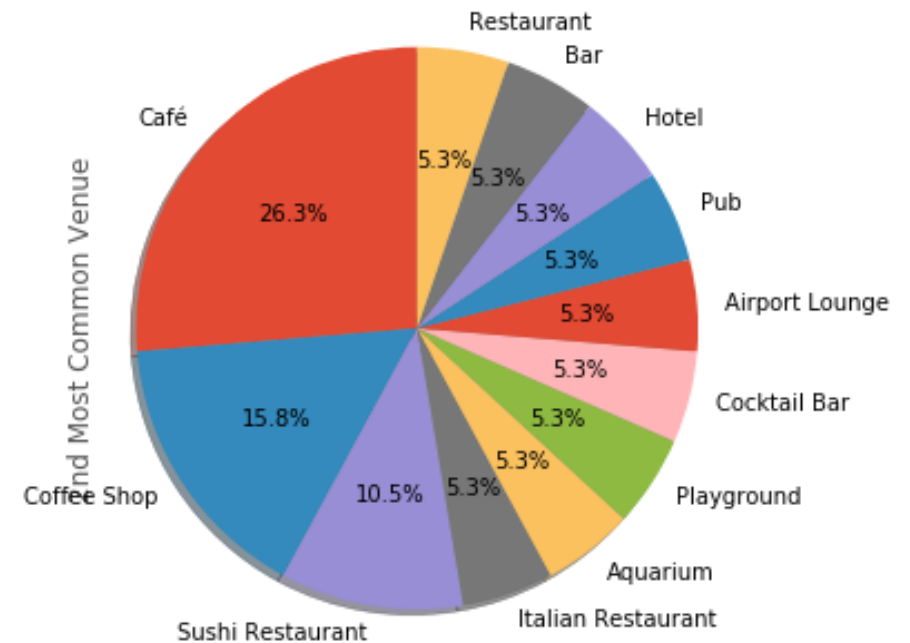
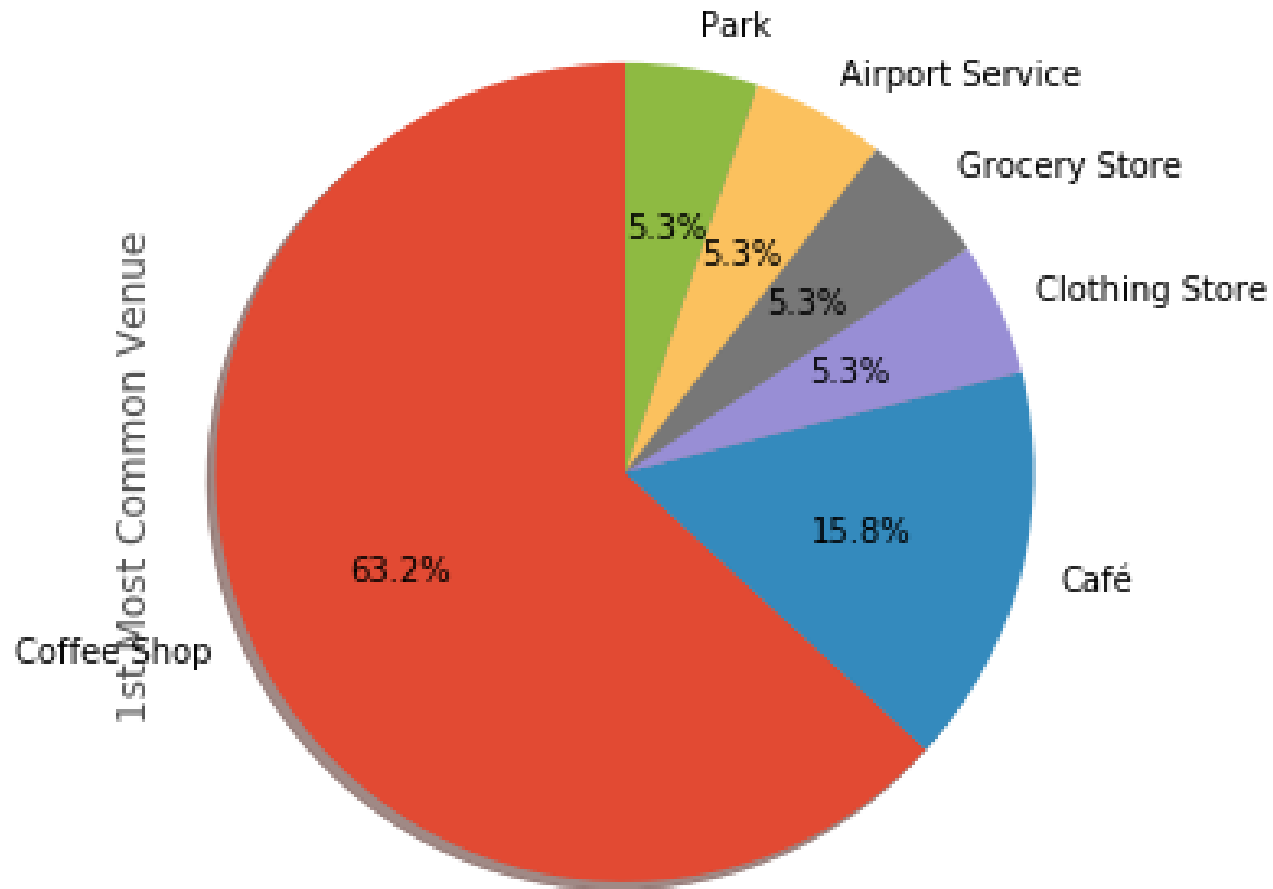


Map of the educational facilities in Toronto



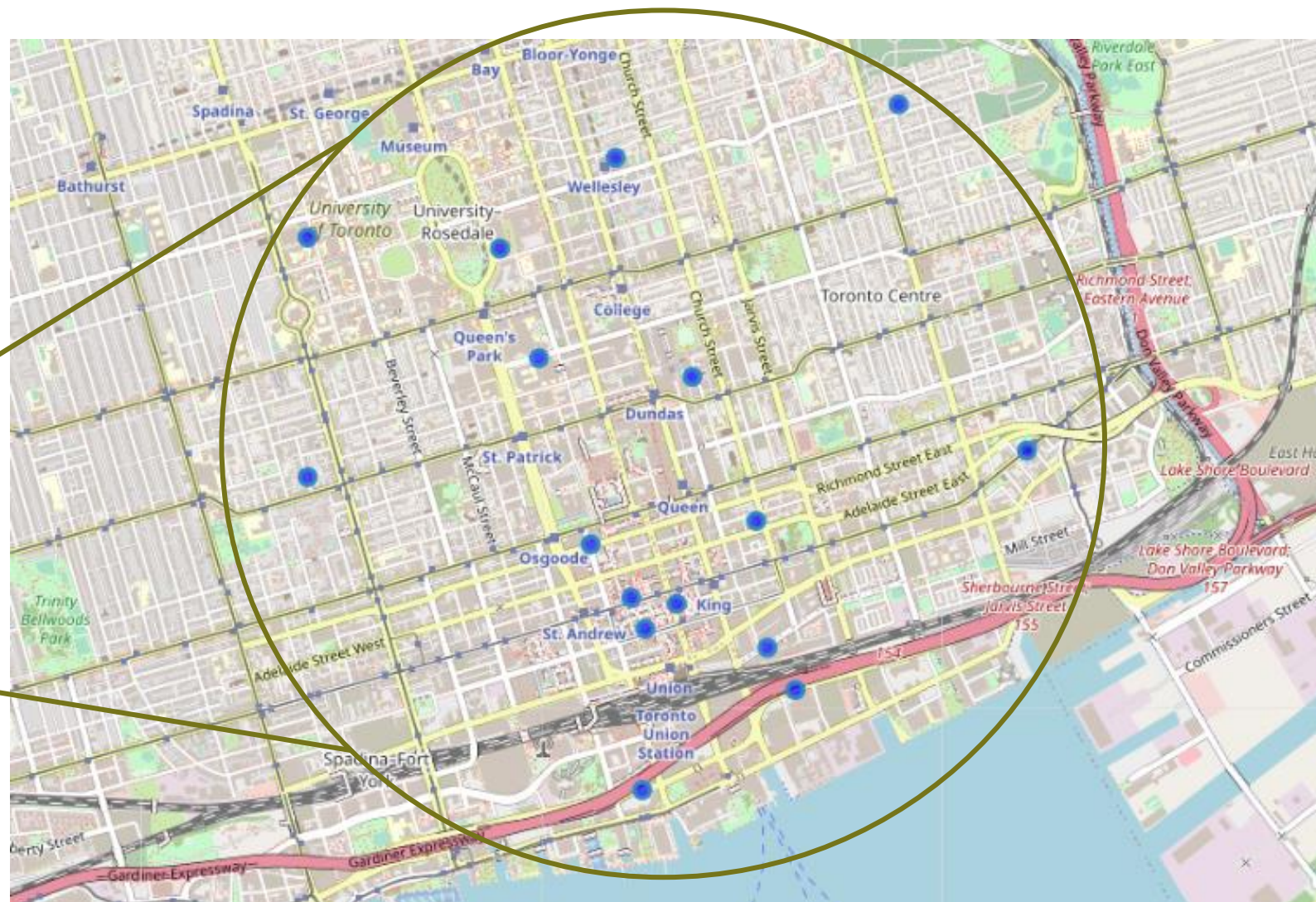
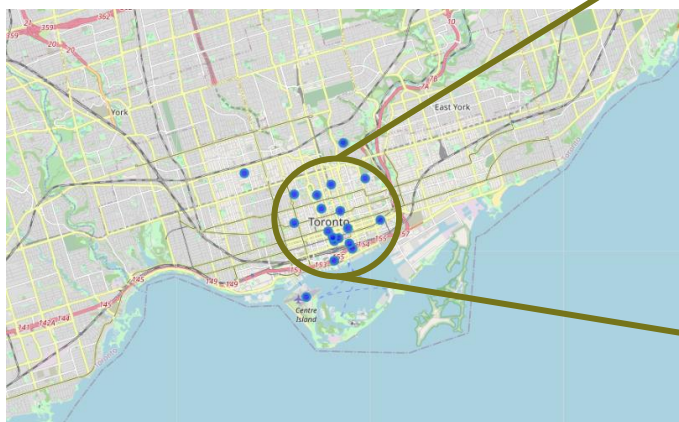
Results

Most Common Venues in Downtown Toronto



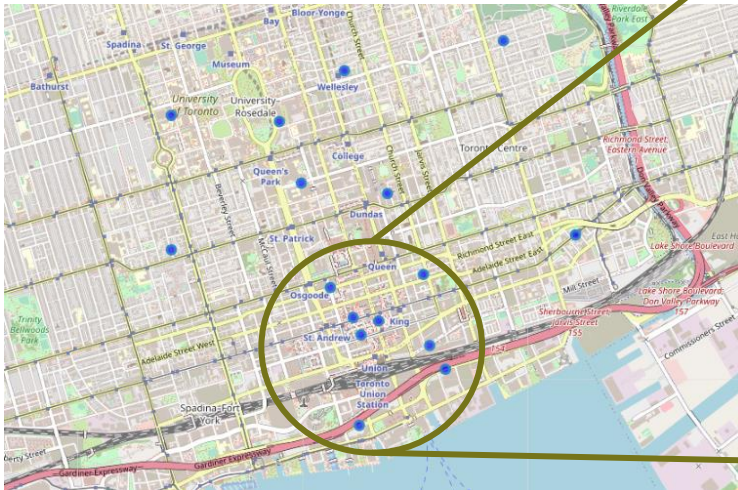


Clusters in Downtown Toronto

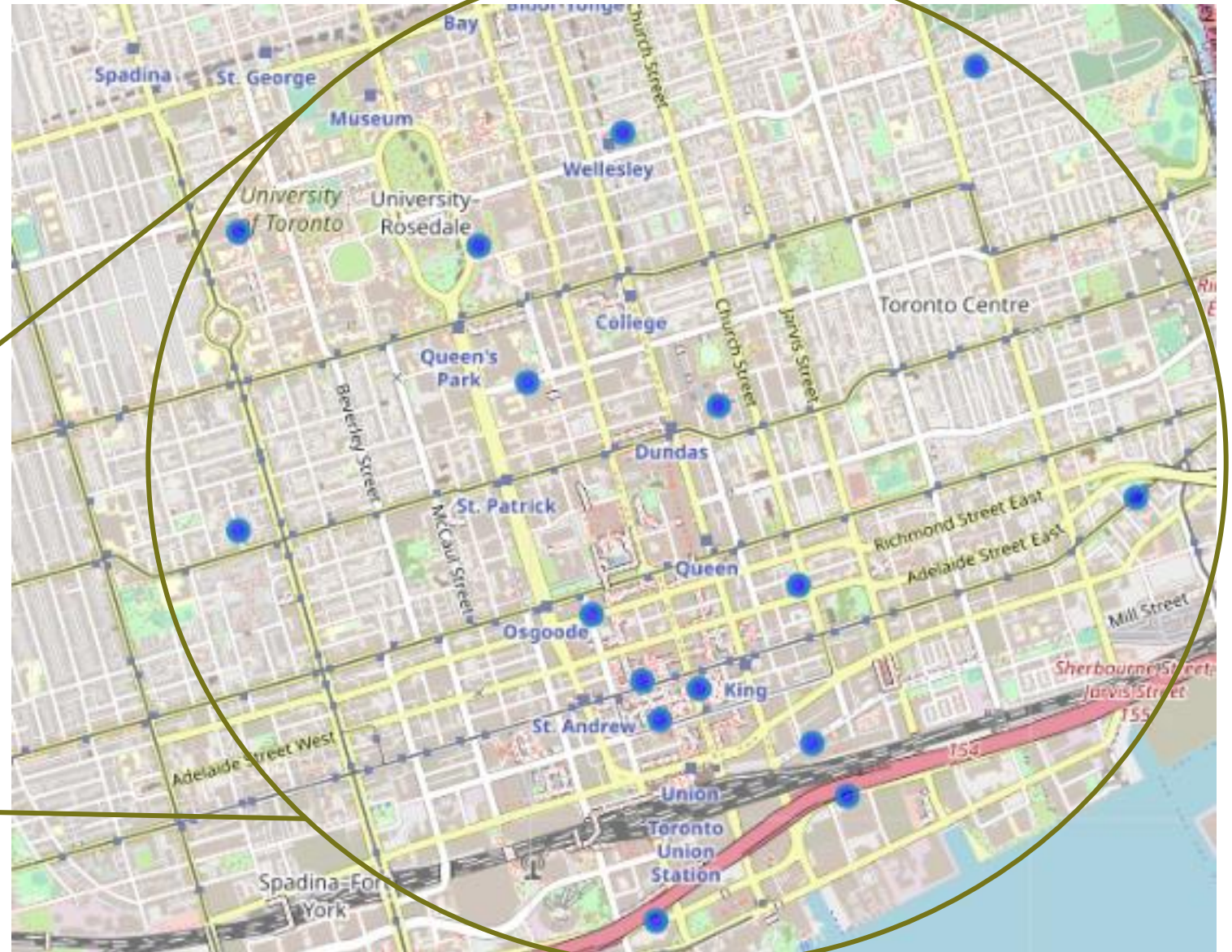




Cluster 1 of Neighbourhoods in Downtown Toronto



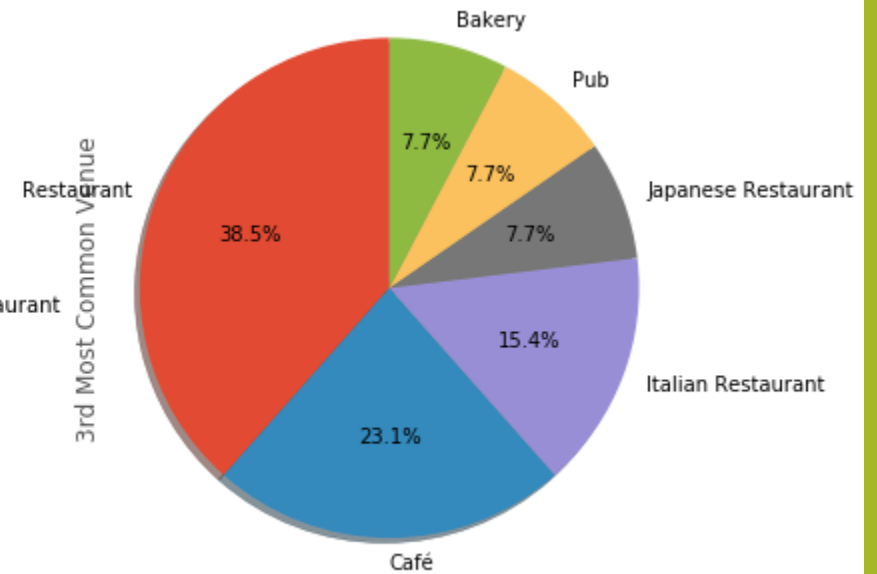
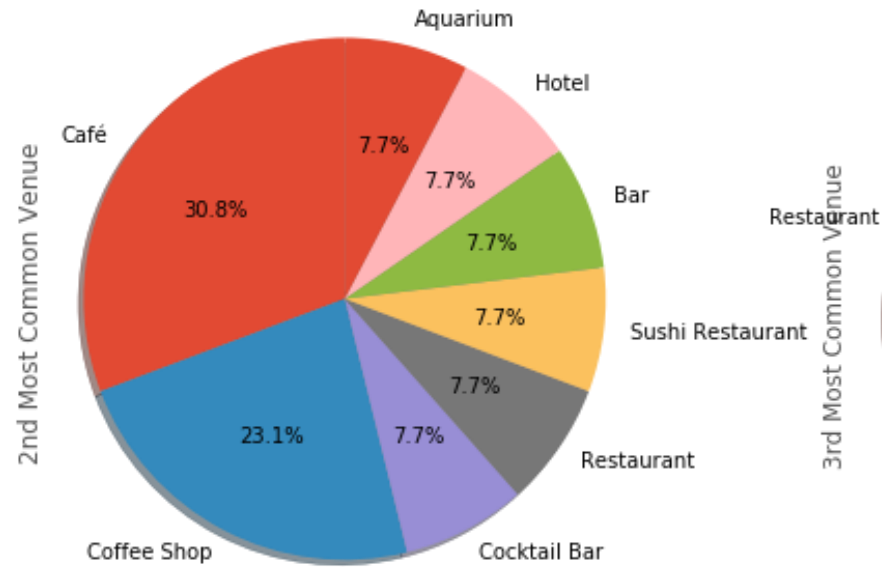
Results





Results

Most Common Venues in Cluster 1





Discussion

The goal of this project was to define the best neighbourhoods in Toronto where NamasTea could open a new location based on their target clientele: young adults that value sustainability

Downtown Toronto is suggested as target borough due to the high concentration of educational facilities

Within the neighborhoods in Downtown Toronto, we suggest to focus on those in cluster 1 due to the higher presences of the following venues:

- presence of bars or coffeeshouses;
- Presence of college related facilities
 - presence of sport centers;
 - presence of markets.



To Sum Up

NamasTea is interested in opening a new location in Toronto

Which are the best neighborhoods considering the type of served products and the target audience?

