# Capstone Final Project

## *Choosing the Best Store Category*

By: Tony Kim

# Introduction/ Business Problem

- City of Toronto is growing with new opportunities

- Hundreds of stores ranging from malls to diverse ethnic dining

- What type of store would be the best to open right now?

# Data Usage

- Used the postal codes of Toronto from Wikipedia.
  https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M

- Used data on Longitude and Latitude of Toronto postal codes from csv file provided by instructor
  http://cocl.us/Geospatial_data
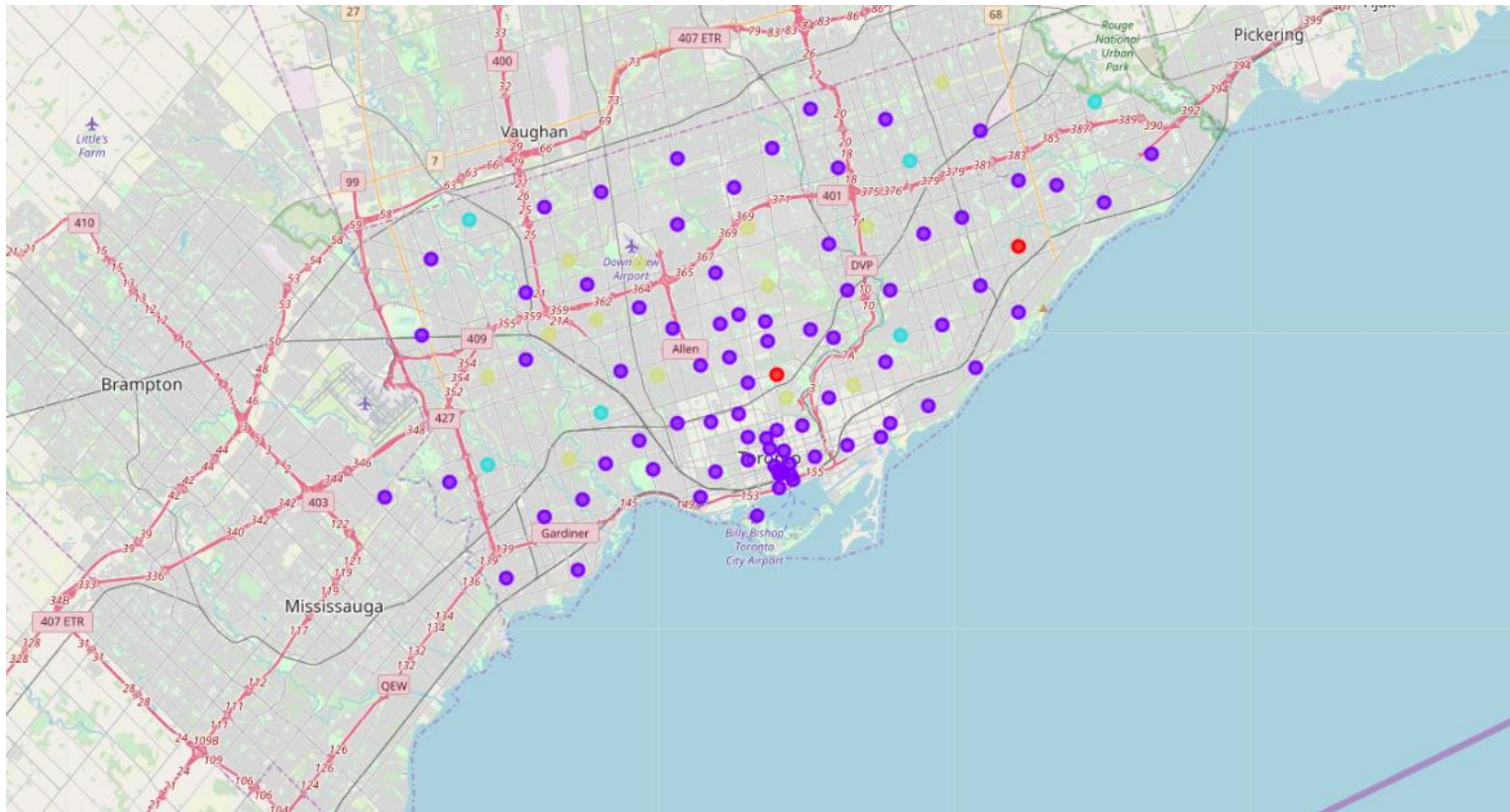
## Frequency of Category Venues

- Initial analysis shows that venues related to coffee are the most dominant

- In general, most common venues fall into food categories

| | |
|---|---|
| Coffee Shop | 185 |
| Café | 98 |
| Restaurant | 63 |
| Pizza Place | 56 |
| Italian Restaurant | 55 |
| Park | 50 |
| Bakery | 49 |
| Hotel | 43 |
| Bar | 43 |
| Sandwich Place | 40 |

# Visualizing Data with WordCloud

# Using K-means Cluster on Neighbourhoods

**Analyzing only the Top Common Venue**

- Similar to first data, Coffee Shop is the most dominant

- Pizza Place is now way more frequent than Cafes

| | |
|---|---|
| Coffee Shop | 19 |
| Pizza Place | 12 |
| Café | 5 |
| Breakfast Spot | 4 |
| Discount Store | 3 |
| Park | 3 |
| Indian Restaurant | 2 |
| Furniture / Home Store | 2 |
| Japanese Restaurant | 2 |
| Fast Food Restaurant | 2 |

# Visualizing the Top Common Venue

# K means cluster Observation
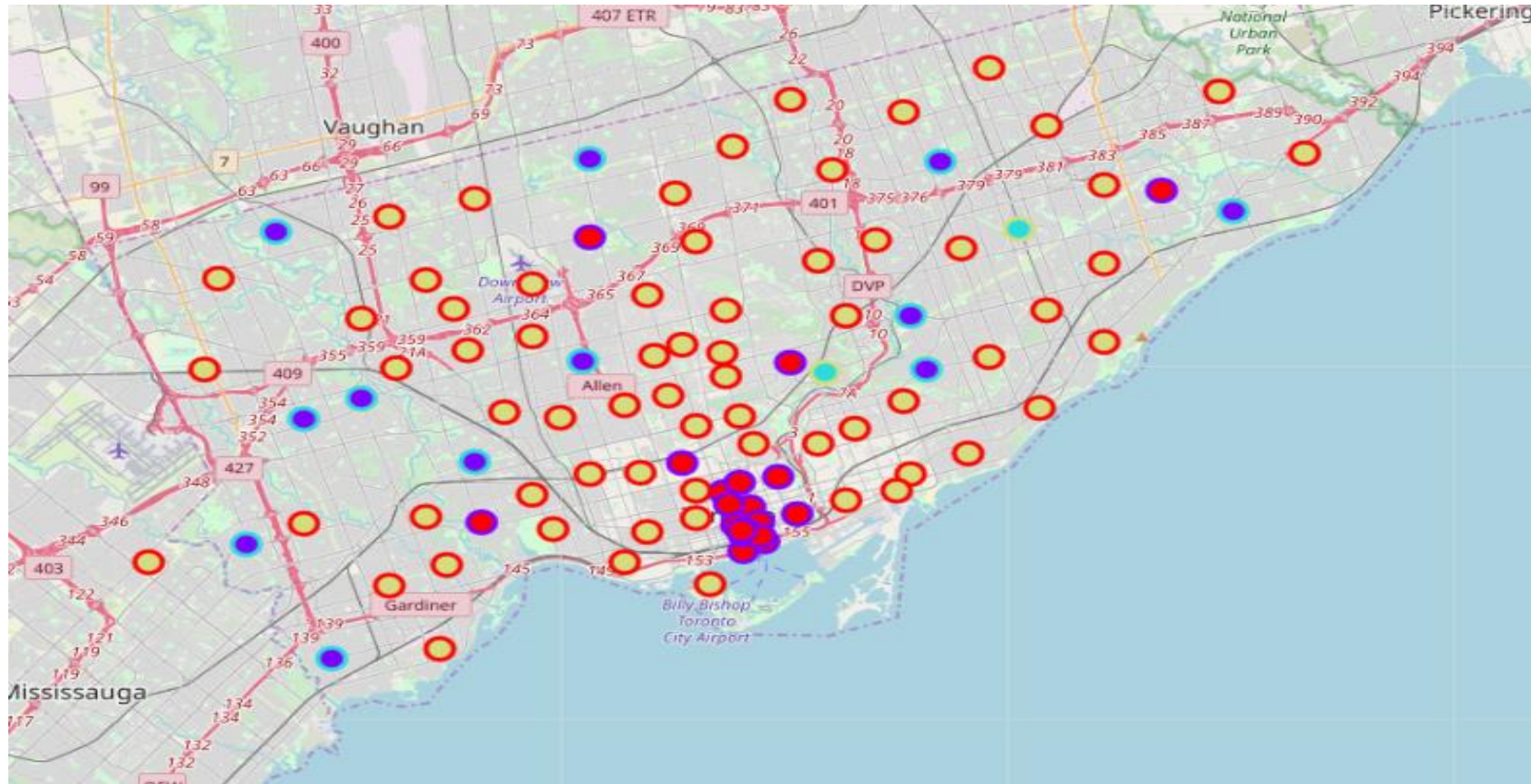
# Conclusion

- Most common venue, Coffee Store, are centered around the heart of Toronto

- Smaller areas have Indian Restaurant as the top most common, which suggests opening stores that compliments Indian culture may be beneficial

- Limitations to research using basic Foursquare API account