

# 1. Introduction: Business Problem

Toronto is the most populous city in Canada, a multicultural city, and the Canadian financial and commercial centre. Several famous companies are located in Toronto. Moreover, Toronto also owns the top education resources in Canada. Toronto attracts more and more young people to pursue their dreams and start their new life.

Social activity is one of important part in young people's life. No matter how the society changes, the bar is always an option for social life. The big requirement will attract people to start their business of Bar. But before they can take action, it's important to figure out where they should open it? What should they consider when selecting a location? I hope to figure out whether the neighborhood of bars is an essential factor for the success of a bar with sound analysis.

Target Audience:

- The people that want to find a bar for social activity in Toronto.
- Investors who want to set up a Bar.

# 2. Data

The data used in this analysis is gathered from the following sources.

- **Location information of Neighborhoods in Toronto :**

The location information of Toronto neighborhoods is available from the assignment in this course, which includes the data of postal code, longitude and latitude.

- **Venue information of interest :**

Venue information of interest is obtained by using the Foursquare API based on the longitude and latitude coordinates of the neighborhood.