

# **Toronto Bar Supplier Coursera Capstone Project**

# Agenda

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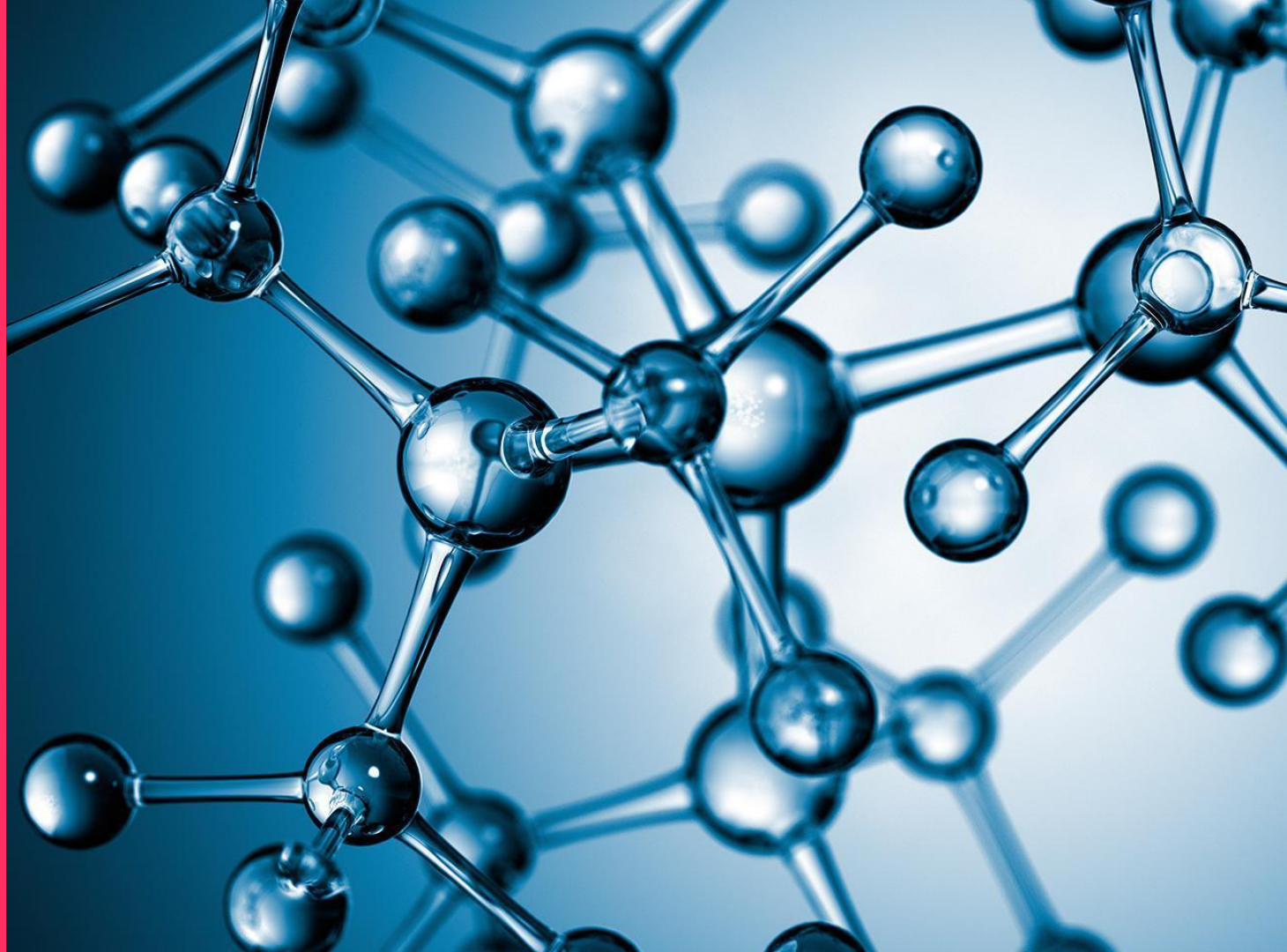
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# 01

## Introduction and business problem



# Introduction and business problem

## Bar supply

The globally operating bar equipment supplier "Bar10der" is entering the Canadian market and is targeting large Canadian cities to supply local bars with bar equipment (e.g. chairs, beer taps).

## Start-up

Bar10der is a young, asset-light business reducing operational cost by delivering bar supply without a truck or car fleet.

## Warehousing operations

Bar10der reduces the distance between warehouse and bar by renting a multi-purpose location serving as office space and warehouse in the city center.

In order to determine the optimal warehouse location, Bar10der looks for the city area that contains the highest bar density.

# 02

## Data and methods



# Data and methods

Foursquare API

Location data and information about bars

Wikipedia

Data to identify neighborhoods

Geocache

Additional geospatial data

By identifying those Toronto postal codes that have the highest bar density (determined by the number of bars), the ideal Toronto area (as postal code) will be identified and visualized on a Folium map based on geolocation data.



# 03

## Results



# Results



- The analysis shows that postal code M5H has the highest bar density with 6 bars. In the following, the result is visualized.

Postal Code	Bar density
M5H	6
M5B	5
M5V	4
M5J	2



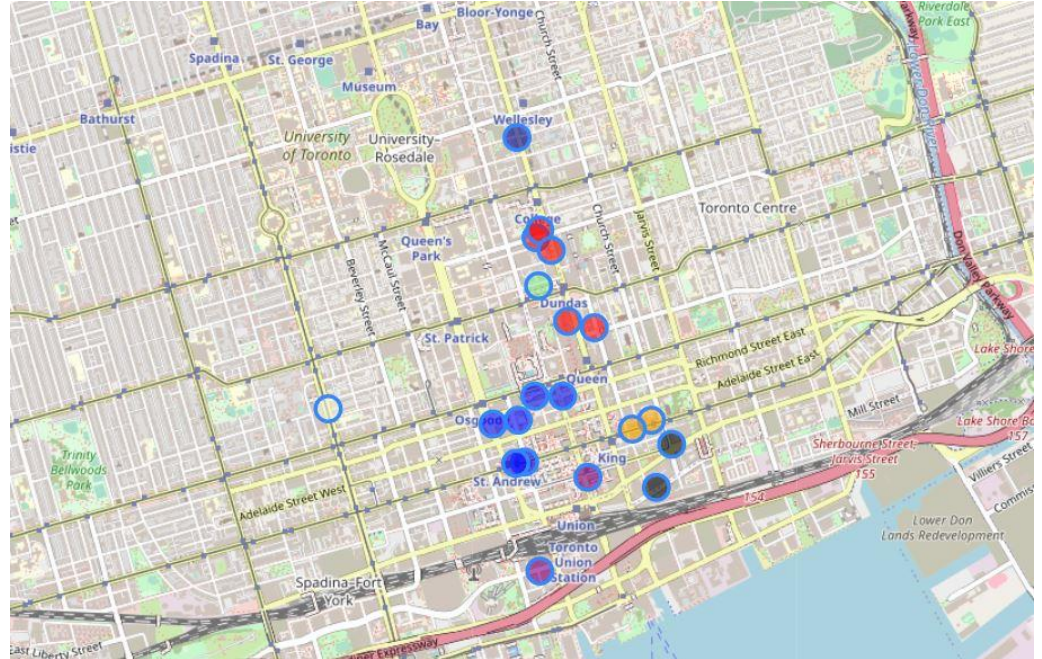
# 04

## Discussion



# Discussion

- Map of Toronto based on Folium, showing highest bar density area "M5H" in blue



05

Outlook





*Further analysis could reveal which radius (independent of postal code) has the highest bar density and how Bar10der could best (as in most efficiently) serve those bar locations.*

**Thank you!**

