



# Expansion project near Cinema Guzzo



# Business Problem

- New empty slot in cinema's mall
- Looking to expand in adjacent business
- Cinemas attract high traffic

What type of commerce would have most chance of success?



# Data

- List of cinemas in Montreal
  - Foursquare 'search' endpoint
- Business visited after going to cinemas
  - Foursquare 'explore' endpoint
- Venue categories
  - Foursquare 'categories' endpoint

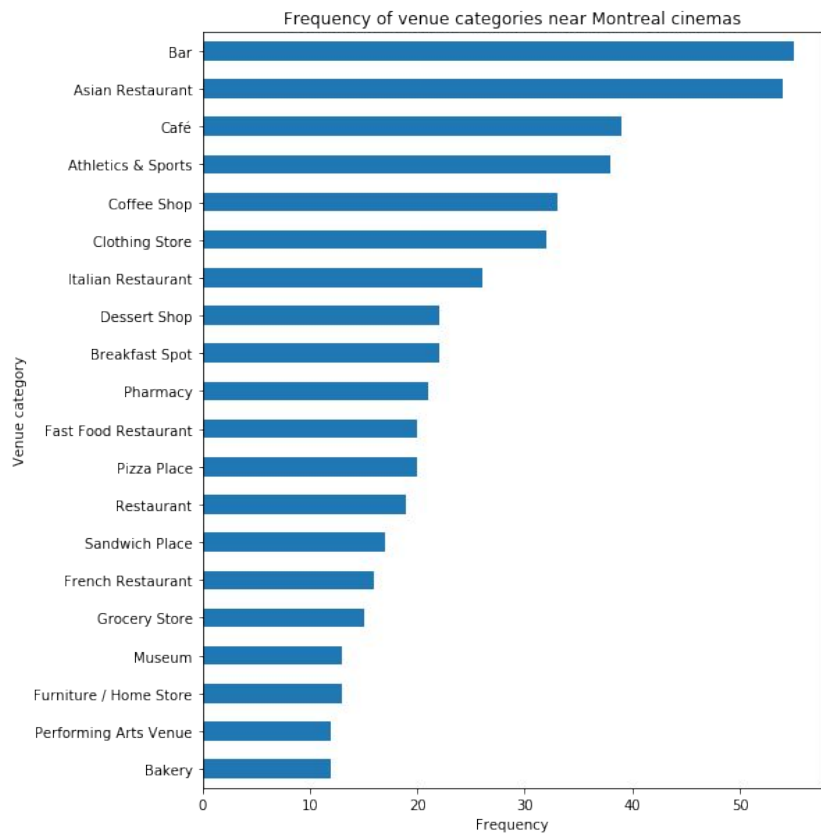




# Popular categories

- Find nearby venues for each cinema
- Find category for each venue
- Find top-level category for each category
- Aggregate all venues
- Calculate average top-level category frequencies for the *average cinema*
- Keep the 20 most popular top-level categories

# Popular categories





## Average cinema

	Bar	Asian Restaurant	Café	Athletics & Sports	Coffee Shop	Clothing Store	Italian Restaurant	Dessert Shop	Breakfast Spot	Pharmacy
count	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0
mean	2.2	2.2	1.6	1.5	1.3	1.3	1.0	0.9	0.9	0.8
std	3.1	2.2	1.8	1.7	1.2	1.7	1.3	1.0	1.1	0.9
min	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
25%	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
50%	0.0	2.0	1.0	1.0	1.0	1.0	0.0	1.0	0.0	1.0
75%	5.0	4.0	3.0	2.0	2.0	2.0	2.0	1.0	1.0	1.0
max	9.0	8.0	5.0	7.0	5.0	6.0	4.0	3.0	3.0	3.0



## Average cinema

	Fast Food Restaurant	Pizza Place	Restaurant	Sandwich Place	French Restaurant	Grocery Store	Museum	Furniture / Home Store	Performing Arts Venue	Bakery
count	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0
mean	0.8	0.8	0.8	0.7	0.6	0.6	0.5	0.5	0.5	0.5
std	0.8	0.9	1.1	0.6	1.2	0.8	1.0	1.1	1.2	0.6
min	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
25%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
50%	1.0	1.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
75%	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	0.0	1.0
max	3.0	3.0	4.0	2.0	4.0	3.0	4.0	5.0	5.0	2.0

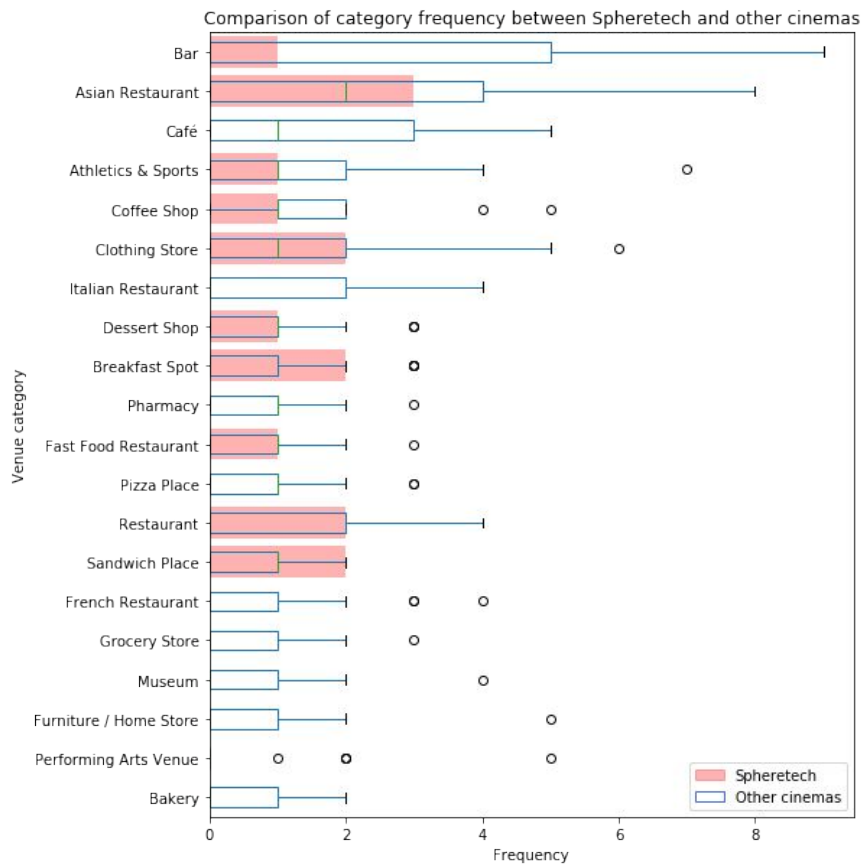


# Comparison

	Bar	Café	Athletics & Sports	Coffee Shop	Italian Restaurant	Pharmacy	Pizza Place	French Restaurant	Grocery Store	Museum	Furniture / Home Store	Performing Arts Venue	Bakery
Spheretech	1.0	0.0	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Average cinema	2.2	1.6	1.5	1.3	1.0	0.8	0.8	0.6	0.6	0.5	0.5	0.5	0.5



# Comparison





# Recommendations

- Café
  - Most likely to be successful
- Italian restaurant
- Bar
  - Will have some competition



**Questions?**