Battle of the Businesses in a Neighborhood
Applied Data Science Capstone Project
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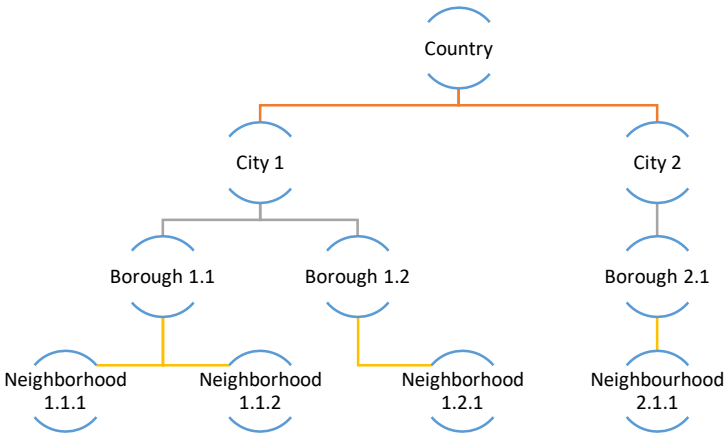
INTRODUCTION / BUSINESS PROBLEM

Building a model to determine best local business to start in a popular Neighborhood

In addition to this, model also provides with most competitive and least competitive business

Many of the world's most valuable companies had humble beginnings as start-ups. In the olden days, it was extremely difficult to create a large and successful business without a tremendous amount of capital to open a factory or buy a fleet of trading vessels, for instance. Today ground-breaking innovations can occur in a basement, a garage, or a college dorm. As a result, new start-ups pop up every day all around the world, each of them hoping to get acquired by a larger company or make it big in their own right. However, for every wildly successful start-up, there are thousands which fall into obscurity, which is why start-ups valued at a billion dollars or more are facetiously referred to as "unicorns", a reference to their elusiveness.

In this project I am going to explore top -3 local businesses in the city of Toronto (as an example). This project will help anyone analyse the top businesses in the neighbourhood / Boroughs / Cities. It will help the business owners to analyse which location is best for which type of business. These neighbourhoods that we will select will be the popular neighbourhoods. The business owners can select whether they want to start a business which has huge competition because it is popular business or they want to start a business which has less competition and gain competitive advantage. I am using Toronto as an example. In this city we will break down the analysis as follows:



DATA

The data which I will be using is Foursquare location data to execute my idea. The Toronto city data will be used and using this data we can find out the top 3 local businesses in the neighborhood. These local businesses can be ‘Coffee Shop’,’Restaurant’,’Gym’,’Clothing Store’ etc.

Data Attributes/features are:

1. Postal Code
2. Borough Name
3. Neighborhood Name
4. Latitude
5. Longitude
6. Venue Name
7. Venue Latitude
8. Venue Longitude
9. Venue Category / Business category