

The Locations of Coffee Shop Businesses

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Background

Different factors to open up coffee house businesses:

- ▶ Locations,
- ▶ Start-up budgeting and funding,
- ▶ Licenses and insurance,
- ▶ Interior and exterior design of the house,
- ▶ Planning food and menu,
- ▶ Equipment, and supplies.

Focus of this project: Locations

- ▶ The problem is to explore a geographical location, so the business owners can have some ideas where they can open up their coffee shops in Downtown Toronto.

Data

Following data sources will be needed to extract/generate the required information:

- ▶ Wikipedia List of postal codes of Canada,
- ▶ Geospatial-Coordinates (this file includes longitudes and latitudes and of Toronto neighbourhoods),
- ▶ Number of Coffee shops and locations in every neighborhood will be obtained using Foursquare API.

Analysis: Exploring Neighbourhoods

Table: Top five venues each neighbourhood in Downtown Toronto

Neighborhood	1th Most Common Venue	2th Most Common Venue	3th Most Common Venue	4th Most Common Venue	5th Most Common Venue
Berczy Park	Cocktail Bar	Sandwich Place	Coffee Shop	Bakery	Beer Bar
CN Tower, King and Spadina, Railway Lands, Har...	Airport Service	Airport Lounge	Sculpture Garden	Boutique	Boat or Ferry
Central Bay Street	Coffee Shop	Sandwich Place	Sushi Restaurant	Italian Restaurant	Japanese Restaurant
Christie	Grocery Store	Café	Park	Restaurant	Baby Store
Church and Wellesley	Sushi Restaurant	Japanese Restaurant	Coffee Shop	Restaurant	Gay Bar
Commerce Court, Victoria Hotel	Coffee Shop	Café	Sandwich Place	Hotel	Restaurant
First Canadian Place, Underground city	Coffee Shop	Sandwich Place	Café	Hotel	Japanese Restaurant
Garden District, Ryerson	Coffee Shop	Clothing Store	Sandwich Place	Café	Japanese Restaurant
Harbourfront East, Union Station, Toronto Islands	Coffee Shop	Café	Hotel	Scenic Lookout	Pizza Place
Kensington Market, Chinatown, Grange Park	Café	Coffee Shop	Vegetarian / Vegan Restaurant	Bakery	Bar
Regent Park, Harbourfront	Coffee Shop	Bakery	Pub	Park	Café
Richmond, Adelaide, King	Coffee Shop	Café	Sandwich Place	Clothing Store	Gym
Rosedale	Park	Playground	Trail	Yoga Studio	Cosmetics Shop
St. James Town	Coffee Shop	Café	Italian Restaurant	Cocktail Bar	Restaurant
St. James Town, Cabbagetown	Coffee Shop	Bakery	Café	Italian Restaurant	Restaurant
Toronto Dominion Centre, Design Exchange	Coffee Shop	Café	Hotel	Sandwich Place	Asian Restaurant
University of Toronto, Harbord	Café	Coffee Shop	Sandwich Place	Pub	Bar

Analysis: Clustering Neighbourhoods

- Most neighbourhoods have similar characters and are in the cluster 1.

Neighborhood	Cluster Number	1th Most Common Venue	2th Most Common Venue	3th Most Common Venue	4th Most Common Venue	5th Most Common Venue
Regent Park, Harbourfront	1	Coffee Shop	Bakery	Pub	Park	Café
Garden District, Ryerson	1	Coffee Shop	Clothing Store	Sandwich Place	Café	Japanese Restaurant
Central Bay Street	1	Coffee Shop	Sandwich Place	Sushi Restaurant	Italian Restaurant	Japanese Restaurant
Richmond, Adelaide, King	1	Coffee Shop	Café	Sandwich Place	Clothing Store	Gym
Harbourfront East, Union Station, Toronto Islands	1	Coffee Shop	Café	Hotel	Scenic Lookout	Pizza Place
Toronto Dominion Centre, Design Exchange	1	Coffee Shop	Café	Hotel	Sandwich Place	Asian Restaurant
Commerce Court, Victoria Hotel	1	Coffee Shop	Café	Sandwich Place	Hotel	Restaurant
University of Toronto, Harbord	1	Café	Coffee Shop	Sandwich Place	Pub	Bar
St. James Town, Cabbagetown	1	Coffee Shop	Bakery	Café	Italian Restaurant	Restaurant
First Canadian Place, Underground city	1	Coffee Shop	Sandwich Place	Café	Hotel	Japanese Restaurant
Church and Wellesley	1	Sushi Restaurant	Japanese Restaurant	Coffee Shop	Restaurant	Gay Bar

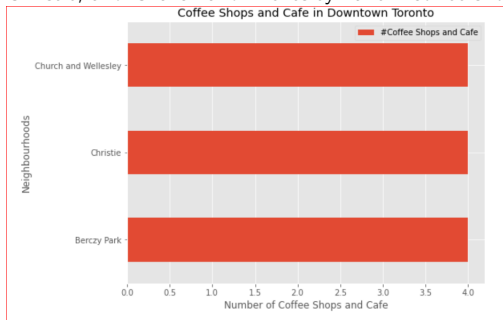
Analysis: Number of Coffee Shops

- ▶ Table shows the number of coffee shops and cafe in Downtown Toronto.
- ▶ Berczy Park, Christie, and Church and Wellesley have few coffee shops.

#Coffee Shops and Cafe	
Neighborhood	
Berczy Park	4
Central Bay Street	13
Christie	4
Church and Wellesley	4
Commerce Court, Victoria Hotel	20
First Canadian Place, Underground city	21
Garden District, Ryerson	18
Harbourfront East, Union Station, Toronto Islands	21
Kensington Market, Chinatown, Grange Park	8
Regent Park, Harbourfront	9
Richmond, Adelaide, King	23
St. James Town	12
St. James Town, Cabbagetown	6
Toronto Dominion Centre, Design Exchange	21
University of Toronto, Harbord	9

Analysis: Bar Plot

- Berczy Park, Christie, and Church and Wellesley have 4 coffee shops and cafe.



Results and Discussion

- ▶ The analysis shows that Downtown Toronto's neighbourhoods could be clustered in five groups based on their similarity.
- ▶ There are four neighbourhoods, Church and Wellesley, Christie, and Berczy Park, where there are four coffee shops and cafe.
- ▶ These neighbourhood can be proper locations to open up a new coffee shop
- ▶ There should be other considerations, for example, the budgeting and funding for the coffee shop. In some neighbourhoods, rents are higher than other locations.