The Battle of Neighborhoods - Presentation
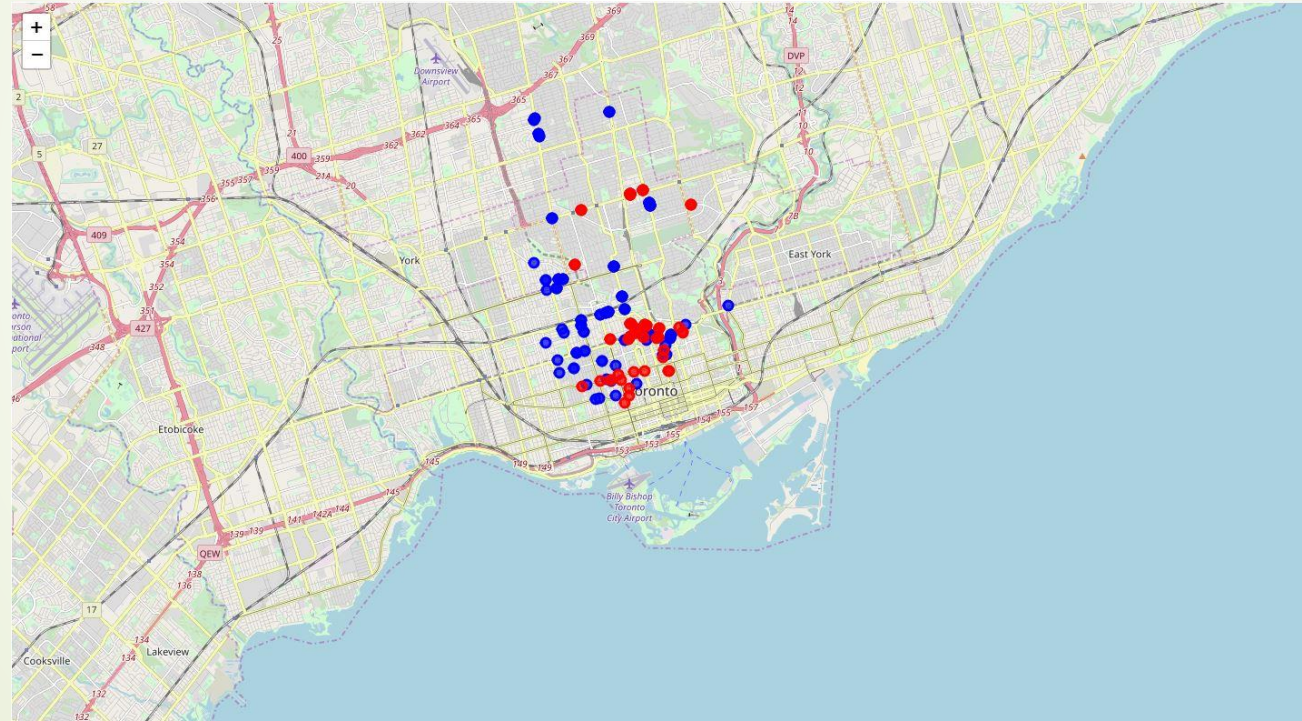
Location to start a laundromat service

➡ Toronto is one of Canada's leading tourism destinations

➡ Booming tourism industry propelled the increase in demand for hotels and hostels

➡ The increase in demand for travel accommodations lead to the increase in the appeal of cheaper laundry services.

➡ The best location would be near travel accommodations, yet a distance away from other competing laundry services.
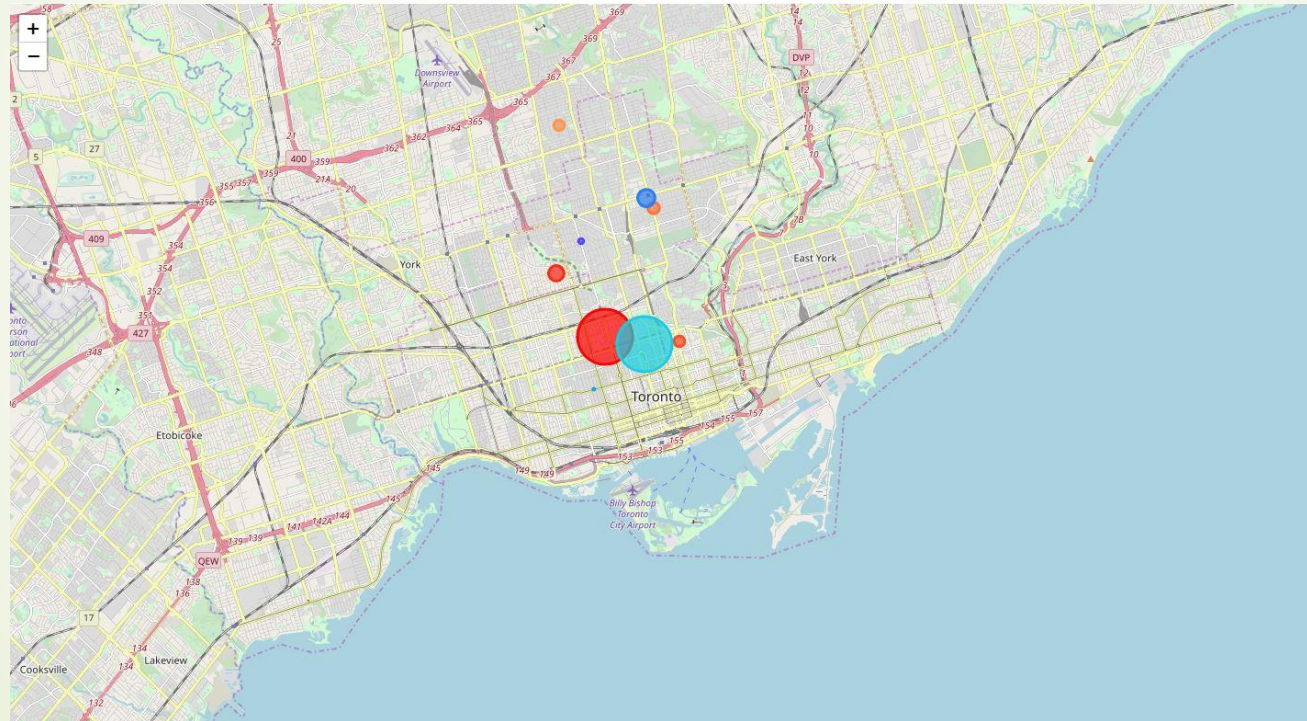
Data acquisition

- Listing of boroughs and neighborhoods in Toronto is build by scraping and processing the Wikipedia page (https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M_).

- Geographical coordinates obtained from .csv file downloaded from http://cocl.us/Geospatial_data.

- Location of travel accommodations and existing laundromats/laundry services in the neighbourhood obtained from Foursquare API

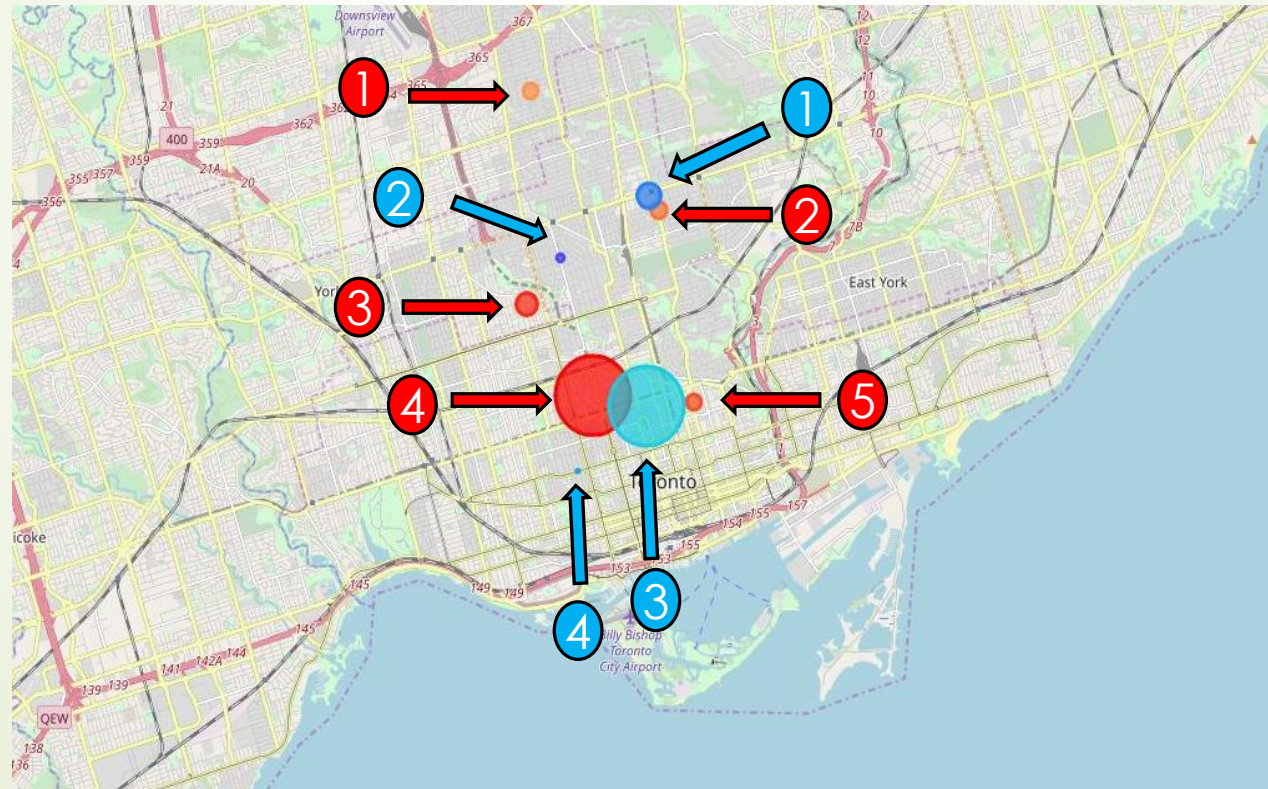# Locations of Laundromats and hotels in Central Toronto

Red: Laundromats; Blue: Hotels

Clusters of Laundromats and hotels in Central Toronto after applying Hierarchical Clustering

Red: Laundromats; Blue: Hotels

Clusters of Laundromats and hotels in Central Toronto after applying Hierarchical Clustering

Red: Laundromats; Blue: Hotels

Discussion

- Laundromat and hotel clusters generally overlap
- A large concentration of laundromats and hotels can be found surrounding the Annex neighbourhood (around laundromat cluster 3, 4 and 5; and hotel cluster 3)
- Smaller hotel concentration at Forest Hill (hotel cluster 2)
- Small cluster of laundromats near Caribou park (laundromat cluster 1) which does not have any neighboring hotel clusters

Conclusion

- Estimated the best location to start a laundromat service to be at Forest Hill using data from Folium

- Matches both requirement ie. Near travel accommodations, away from competition