# ***Data Description***

The data used will be the population (according to age groups for each neighborhood) and neighborhood income data for Toronto and cities of Canada.

Link to Toronto Data (age groups): <https://open.toronto.ca/dataset/wellbeing-toronto-demographics/>

Link to Toronto Data (income for neighborhoods): <https://www.toronto.ca/wp-content/uploads/2017/12/9386-city-planning-tocore-neighbourhood-population-profiles-aoda-07-04-2016.pdf>

Link to Toronto Data (income for neighborhoods): <https://www.toronto.ca/wp-content/uploads/2017/12/9386-city-planning-tocore-neighbourhood-population-profiles-aoda-07-04-2016.pdf>

Link to Canada Data (income for cities): <https://en.wikipedia.org/wiki/List_of_Median_household_income_of_cities_in_Canada>

Link to Canada Population (population for cities): <https://en.wikipedia.org/wiki/List_of_Median_household_income_of_cities_in_Canada>

The entrepreneur has planned to select the neighborhood by the following method:

1. Top 5 highest income neighbourhoods are plotted on the map.
2. Amongst these neighbourhoods, a unique neighbourhood has to be selected which has high population of young age group adults (20-29 years) and is close to other 4 high income areas. This ensures that customers (whose large majority is contributed young age group adults) from all 5 areas can easily reach the nightclub and maximize the footfall at nightclub. High income ensures that customers spend more and turnover for the nightclub would be substantial.
3. Such a neighbourhood is then finalized.
4. Similarly, a chain of nightclubs is then opened in other cities with high income as well population.