

Business Problem

The scope of this project is to find the most suitable location for opening a new **Cafe Equipment Cleaning & Maintenance company** in Toronto North York. Key factors will be the number of cafes in the targeted area and the possibility of combining office location with place of residence.

These factors will be decisive for our analysis because,

1. An office location with many potential customers close by will raise revenue and minimize operational & marketing costs
2. It will be beneficial for the company owner to live close by to his office, as long as two important personal parameters are met:
 - a. The place of residence should be near parks
 - b. There should be a variety of restaurants close by

Target Audience: Any individual who wishes to open a Cafe Equipment Cleaning & Maintenance company in North York Toronto and at the same time live in the same area.

Our main task would be to analyze relevant North York data in order to cluster and segment neighborhoods based on the most common venues and yet as close to parks and restaurants as possible.

Data Sources & Methodology

The necessary data and the way which will be used are listed below:

- ✚ We will acquire all Toronto neighborhoods from Wikipedia with relevant Postal Code – Borough – Neighborhood
https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M
- ✚ We will Use geopy library to get the latitude and longitude values of Toronto Postal Codes & combine with above information
https://cocl.us/Geospatial_data
- ✚ We will use Four Square API to explore North York number and type of venues and cluster the neighborhoods according to our findings. we will visualize our findings by color code in relevant maps and come up to final conclusion.