

# Where to invest in Toronto

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# Introduction Business Problem

- **Customer:** Real Estate investments company
- **Objective:** Start rehabilitation and rental projects of offices, commercial premises, apartments, and studios in different cities
- **Target:** Young and professional people looking for locations where a good quality of life is combined with a large number of venues and services
- **Pilot project: TORONTO**



## Our duty

- Preliminary study that analyzes the number of venues and the ease of transport and communications
- Obtain a single score that will be used to classify the different neighborhoods and that our customer can use to prioritize different areas where to acquire properties and offices



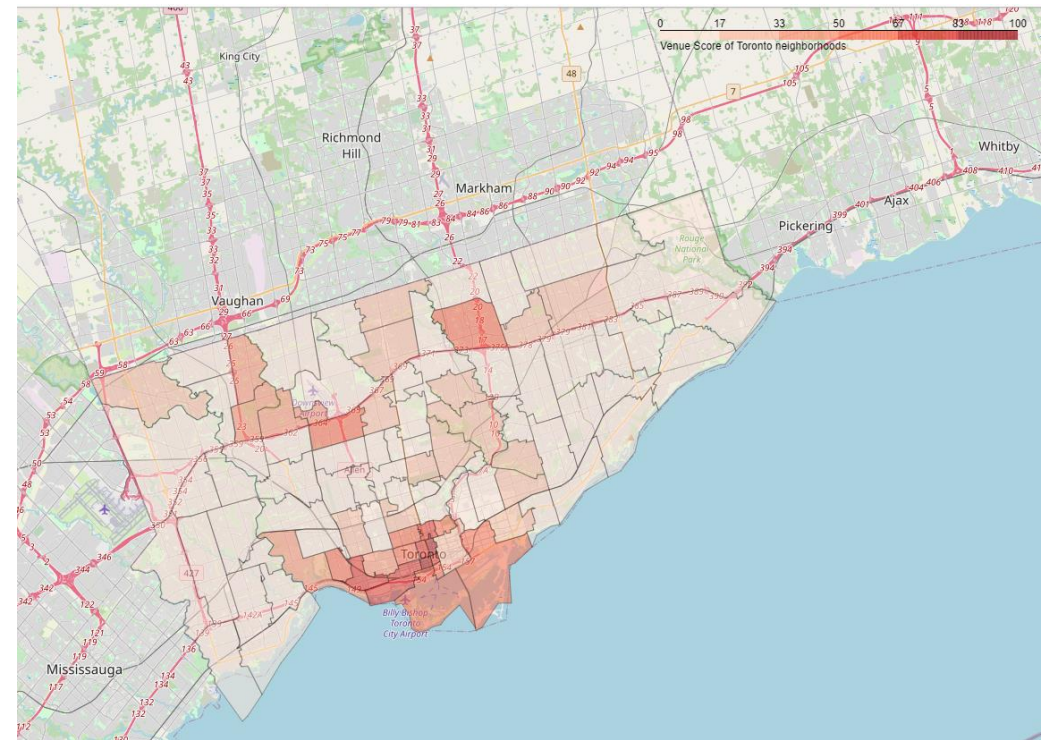
# Data

- **Wikipedia:** List of Toronto neighborhoods and postal codes
- **ARCGIS:** Latitudes and longitudes for every postal code
- **Foursquare API:** Venues information
- **WalkScore API:** Indexes of Walking, Public Transport and Bike riding easiness
- **GitHub:** Toronto GeoJSON file for the neighborhood boundaries visualization

# Methodology

- **Compile the geographical information for every neighborhood**
- **Get information about venues from the Foursquare API. Analysis and visualization.**
- **Get information about walking easiness on every neighborhood, from WalkScore API. Analysis and visualization**
- **Get information about facilities for cyclists on every neighborhood, from WalkScore API. Analysis and visualization**
- **Get information about public transport, from WalkScore API. Analysis and visualization**
- **Generation of a Global quality score based on the four analyzed parameters. Analysis and visualization**

# Results I: Venues

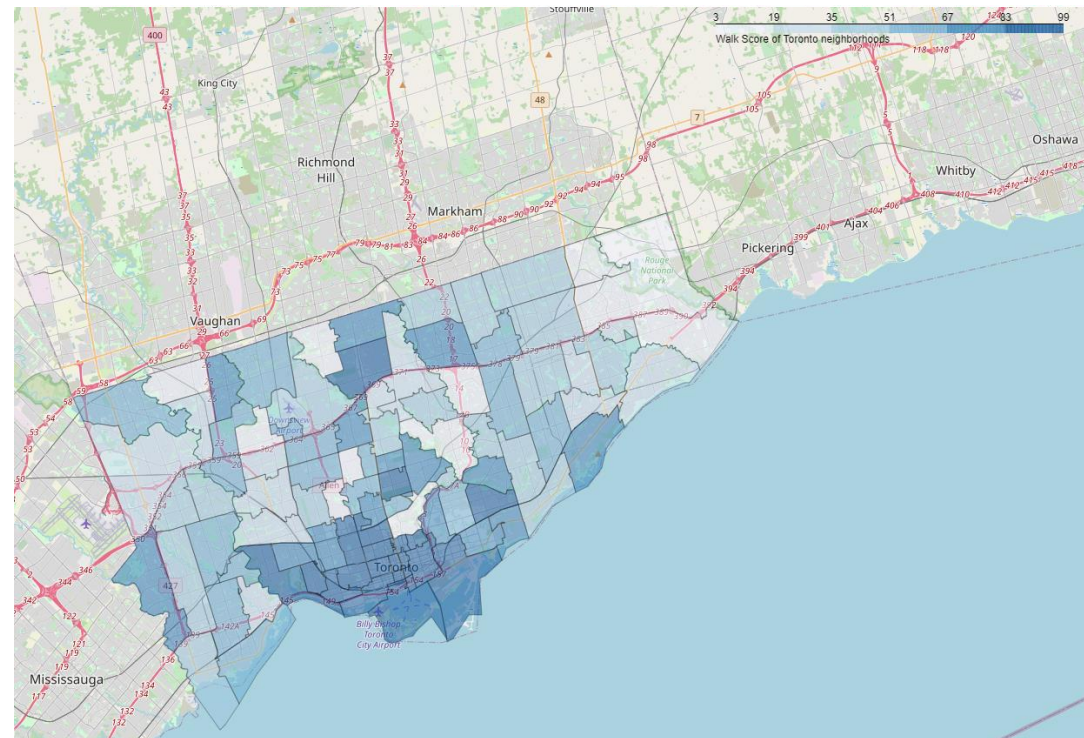


## Top-10 neighborhoods in number of Venues:

	Neighborhood	Venue Score
9	Garden District, Ryerson	100
30	Richmond, Adelaide, King	100
42	Toronto Dominion Centre, Design Exchange	100
48	Commerce Court, Victoria Hotel	100
97	First Canadian Place, Underground city	100
43	Brockton, Parkdale Village, Exhibition Place	80
15	St. James Town	80
99	Church and Wellesley	80
24	Central Bay Street	80
87	CN Tower, King and Spadina, Railway Lands, Har...	80



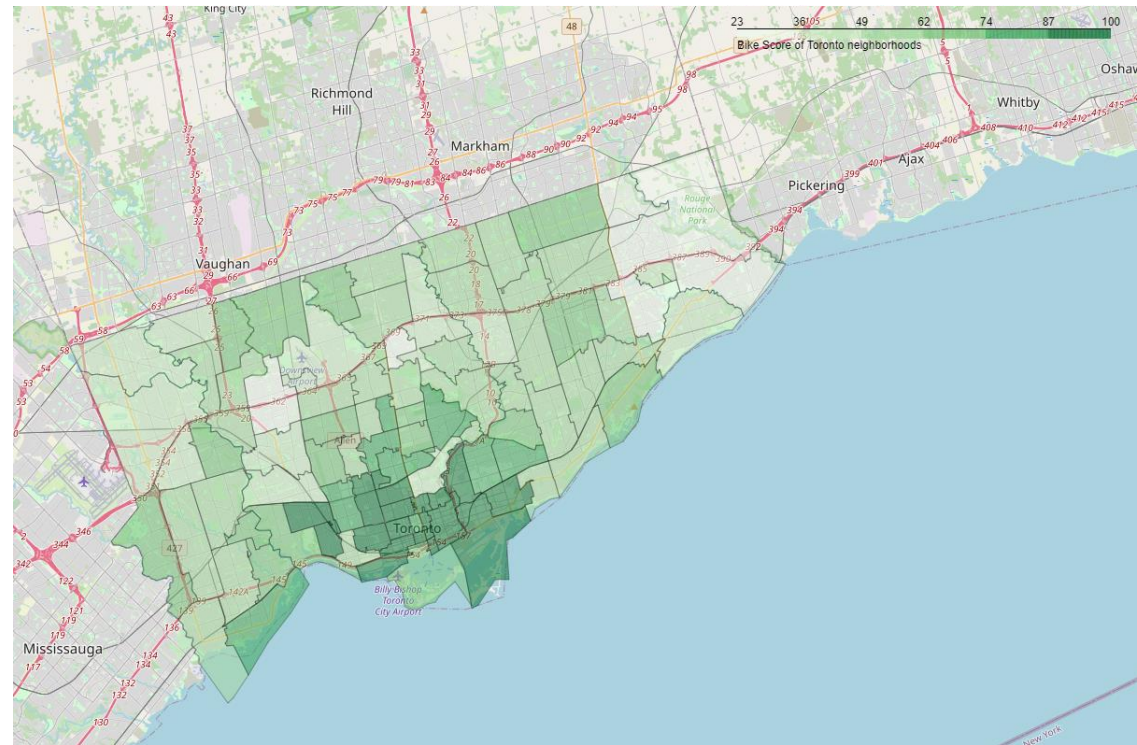
## Results II: Walking



### Top-10 neighborhoods in walking easiness:

	Neighborhood	Walk Score
24	Central Bay Street	99
84	Kensington Market, Chinatown, Grange Park	99
9	Garden District, Ryerson	98
15	St. James Town	98
30	Richmond, Adelaide, King	98
48	Commerce Court, Victoria Hotel	98
97	First Canadian Place, Underground city	98
99	Church and Wellesley	98
42	Toronto Dominion Centre, Design Exchange	97
74	The Annex, North Midtown, Yorkville	92

## Results III: Bikes

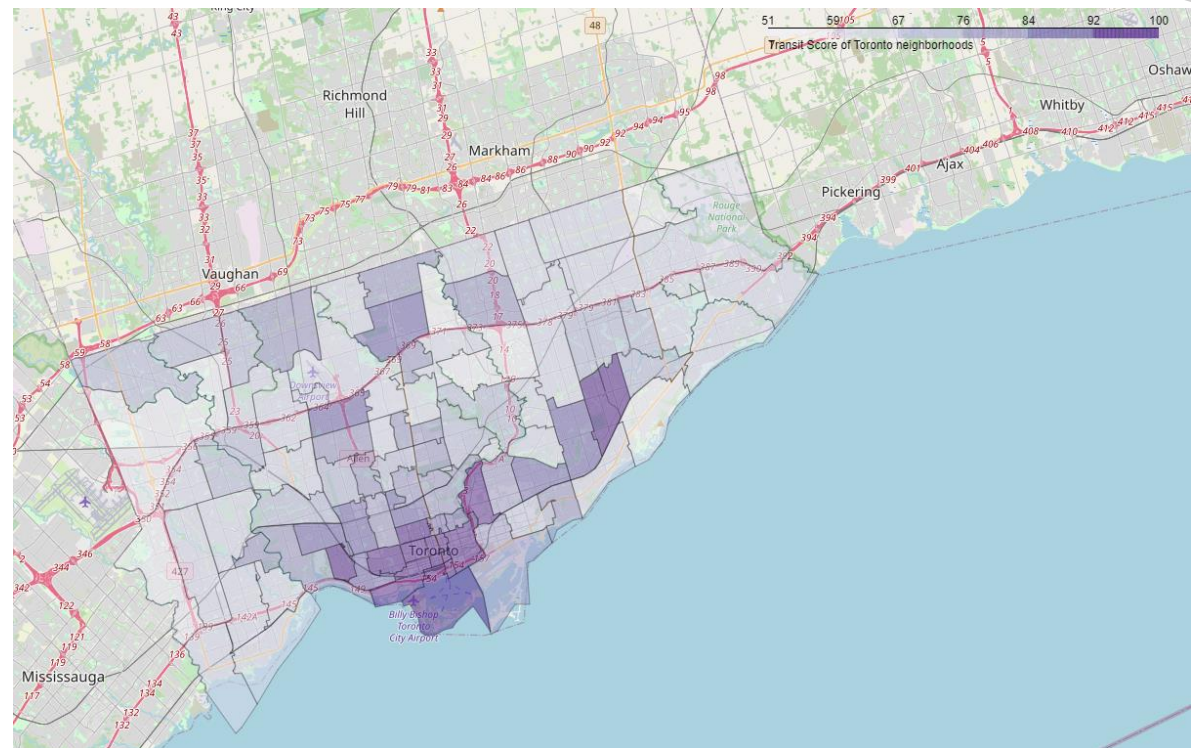


### Top-10 neighborhoods in facilities for cyclists:

	Neighborhood	Bike Score
80	University of Toronto, Harbord	100
84	Kensington Market, Chinatown, Grange Park	100
2	Regent Park, Harbourfront	99
54	Studio District	99
4	Queen's Park, Ontario Provincial Government	98
99	Church and Wellesley	98
47	India Bazaar, The Beaches West	97
74	The Annex, North Midtown, Yorkville	97
96	St. James Town, Cabbagetown	97
9	Garden District, Ryerson	96



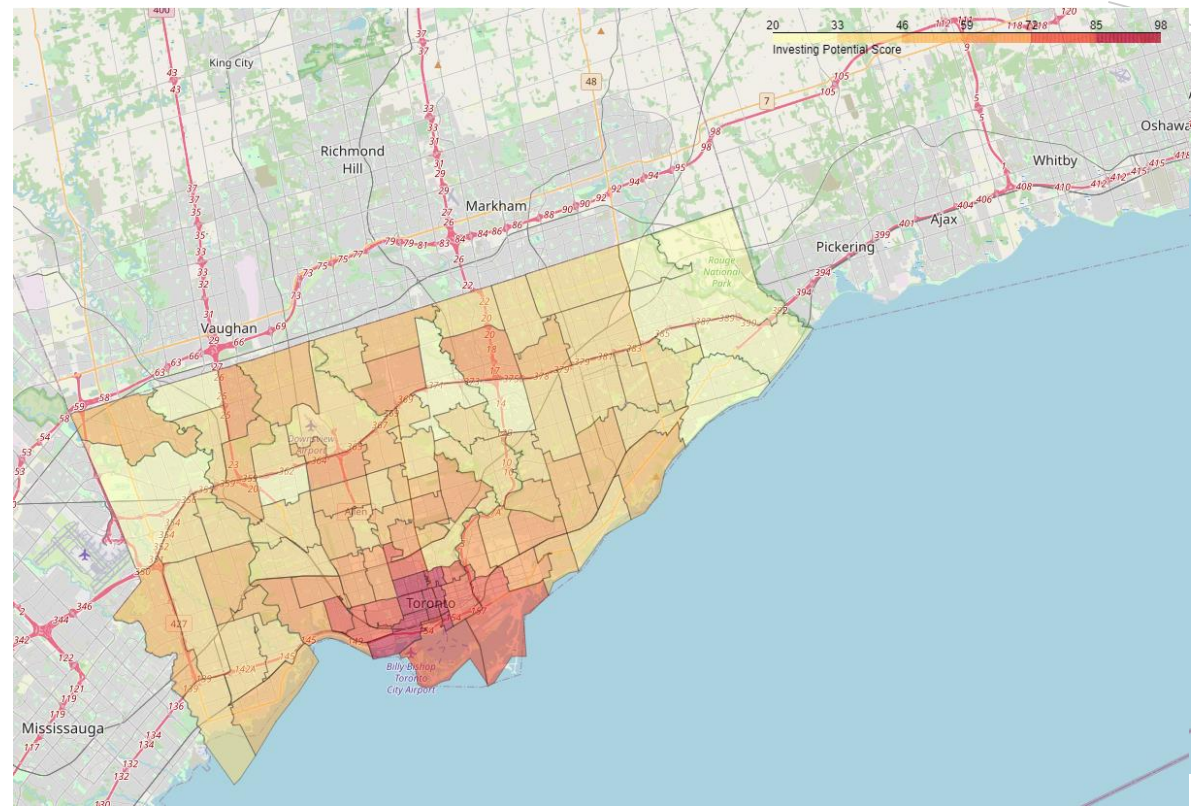
## Results IV: Public transport



**Top-11 neighborhoods in public transport:**  
(11 neighborhoods tied with maximum score: Bravo Toronto!!!)

	Neighborhood	Transit Score
9	Garden District, Ryerson	100
15	St. James Town	100
20	Berczy Park	100
24	Central Bay Street	100
30	Richmond, Adelaide, King	100
36	Harbourfront East, Union Station, Toronto Islands	100
42	Toronto Dominion Centre, Design Exchange	100
48	Commerce Court, Victoria Hotel	100
80	University of Toronto, Harbord	100
84	Kensington Market, Chinatown, Grange Park	100
97	First Canadian Place, Underground city	100

# Results V: GLOBAL SCORE



## Top-10 neighborhoods:

	Neighborhood	Global Score
9	Garden District, Ryerson	98
30	Richmond, Adelaide, King	97
48	Commerce Court, Victoria Hotel	97
42	Toronto Dominion Centre, Design Exchange	96
97	First Canadian Place, Underground city	96
15	St. James Town	93
99	Church and Wellesley	91
84	Kensington Market, Chinatown, Grange Park	89
24	Central Bay Street	88
87	CN Tower, King and Spadina, Railway Lands, Har...	88

## Results V: Special Mention



**Garden District - Ryerson**

**The only neighborhood that appears on every Top-10 classification. The perfect location?**



# Conclusions

- Data Science techniques related to geographic and social information available in repositories (public or paid) can provide a great help when making investment and entrepreneurial decisions.
- If we do not do this type of analysis before deciding on an investment, we will have a high probability of failure:

