Business Plan for Opening a New Club in Toronto

I am a data analyst working on research, data collection, collation and analysis, problem solution scenario development, etc. I have a project on business settlement in Toronto, collecting and analyzing data and coming up with recommendations on the problem defined.

Problem statement

The owner of popular clubs all over Europe is aiming at opening new branches in other continents, particularly in Toronto, Canada. I am asked to make an analysis and tell him where would it be best to open the clubs. I am also asked to be as specific as possible and name not only boroughs but also neighborhoods which might work the best for the opening clubs. The club owner also mentioned, that the strategy of the company is to settle in areas where the competition is lower, but it's still accessible from more overloaded parts of the city.

Research summary

I am starting with the analysis of the problem. Clubs are mainly popular with the youth. Thus I am making a small research on neighborhoods/boroughs of Toronto which have the highest concentration of young people. A number of articles state, that most of the top neighborhoods (such as Yonge and Eglinton, Distillery District, Liberty Village, etc.) for the youth are located in East York. AN example of such articles is the following: https://www.torontorentals.com/blog/toronto-neighbourhoods-for-young-professionals.

But as my client mentioned strategy-wise, they are aiming at less loaded parts of the city, thus the nest step was to find the borough with lower competition on clubs but at the same time accessible from East-York and surroundings. It was obvious from the research that a potential borough would be Scarborough, which is just 20-minute drive away from East York.

Data and Methods

Having researched the problem and brought up specifications needed for the analysis, we come to the point of the data. Initially having the location of Toronto, we narrowed it up to Scarborough based on the research. Thus at this point we need to come up with the specific locations (namely neighborhoods) in Scarborough, Toronto where opening a club would be more efficient. And as clubs are mostly visited by young people we need to discover neighborhoods with active youth.

For that we will be concentrated on exploring the most common venues in different neighborhoods of Toronto. Thus we need the following steps of data collection, collation and analysis:

1. All neighborhoods in Toronto with their longitudes and latitudes. We have data on the coordinates of Postal Codes, but as we will need to make the research on the neighborhoods and boroughs, we are to create the necessary database. Thus we will:
   a. First the list of the boroughs, neighborhoods and their Postal Codes will be extracted from the following page: https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M
   b. The data will be collated with the geospatial coordinates of the Postal Codes.
2. Based on the database, we will collect data on most common venues with the help of the Foursquare location data.

3. Finally we will use clustering to understand the best neighborhoods of Scarborough for opening a club.

Of course we will also perform a number of other more detailed steps of analysis, which will be more specifically presented after the analysis is performed and finalized.