**Capstone Project: Battle of the Neighbourhoods**

**Introduction and Business Problem**

Business Question: Where to build new apartment complex in the city of Toronto, Canada?

According to *Toronto Life*, the top ten neighbourhoods in Toronto are (from 1 to 10):

Runnymede-Bloor West Village

North Riverside

Mount Pleasant East

Danforth

Lawrence Park North

Rosedale-Moore Park

Playter Estates – Danforth

Trinity-Bellwoods

Leaside-Bennington

Yonge-St. Clair

(See link for details:) [https://torontolife.com/neighbourhood-rankings/#](https://torontolife.com/neighbourhood-rankings/)

A property management company (‘City Living Limited’) is looking to build a new apartment complex building in one of the top ten neighbourhoods in Toronto, Canada. However, there are several potential places to choose from. After meeting with key stakeholders and upper management executives, the main requirements for the location of the new building are: it must be near amenities (shops, restaurants, transportation), it must have good views, and it must have low crime. This is especially important, as the property market is highly competitive, especially in a popular city like Toronto. City Living Limited will be spending a significant amount on building this new property, and it’s critical that they find the right location with the highest profitability.

As a Data Analyst, I will be assisting the property management company in locating the best neighbourhood in which to build a new apartment building. Using Foursquare API, I will investigate the top ten neighbourhoods of Toronto, in order to find which neighbourhood provides the best investment for this company’s newest building site.