BATTLE OF NEIGHBORHOOD

Problem Statement: Prospect of a bakery close to the residential and crowded areas in Toronto city, Canada.

Canada immigration is considered one of the best in the world as it is loaded with better opportunities for employment as well as personal growth. It is indeed a country for those in search of a better quality of life.

My friend is moving to Canada. She is from a business background and business is her passion too. She is also a wonderful baker. She wants to open a bakery. People like to celebrate each happy moment in their life. Cakes are loved by most people and are part of every celebration whether it's your kid's birthday, a salary hike, a job offer, a trophy in school sports day. The bakery should be located in a busy area and preferably close to residential area. Toronto is made of many neighborhoods but she will concentrate on the busiest neighborhoods. Downtown Toronto, West Toronto, Central Toronto and East Toronto are business friendly places. Using Foursquare location data, I can analyze the places. She has to select a busy area with least number of bakeries so that the competition will be less.

Target Audience

1.Business people who wants to invest or open a new bakery. This analysis will be a guide to start a bakery targeting people at all ages.

2.Residents

They will be interested to find an affordable and fresh bakery in the neighborhood.

2.Tourists

Tourists will be interested to find the little warm places to have a quick bite.

DATA PREPARATION

WIKIPEDIA.

The data of Toronto neighborhoods I use is acquired from Wikipedia pages. This has been worked out in the lab section.

https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M.I will use pandas to scrap the data frame from the wiki page.

GEOPY CLIENT

To get the coordinates of the neighborhoods I use geopy client. If that is not working properly, I will use this csv file to get the coordinates, https://cocl.us/Geospatial_data.

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FOUESQUARE LOCATION DATA

I will be using Foursquare data for segmenting and clustering. Using Foursquare API, we will find the popular spots and bakeries in each place. The popular spots returned depends on the highest foot traffic and thus it depends on the time when the call is made. So, we may get different popular venues depending upon different time of the day.

Approach

- Collect the Toronto city data from https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M.
- Using Foursquare API, we will find all venues for each neighborhood.
- Filter out all venues that are Bakery.
- Find the count of bakery in each neighborhood.
- Visualize the count using folium library(python)