

A description of the data:

The data used for analysing the business opportunity of opening a coffee shop is as follows:

1. Neighbourhood data of Toronto.
2. Population data of each neighbourhood of Toronto.
3. Latitude and Longitude information of each neighbourhood.
4. Number of coffee shop at each neighbourhood and their average user rating.

How the data will be used to solve the problem:

1. Location wise number of coffee shop and their mean user rating has been prepared.
2. Each coffee shop in each neighbourhood caters how many populations have been calculated.
3. Then the mean user rating of each area is divided by the number of population per coffee shop to get the business opportunity index. The lower the business opportunity index, higher is the opportunity of success if we open a coffee shop in that area.

Sources of data used in the Capstone Project:

1. Neighbourhood Data:
URL: <https://open.toronto.ca/dataset/wellbeing-toronto-demographics/>
2. Population Data:
URL: <https://open.toronto.ca/dataset/wellbeing-toronto-demographics/>
3. Location data of Toronto neighbourhood:
<https://www.here.com/>
4. Location data and user rating of each coffee shop:
<https://foursquare.com/developers/apps>