

ARITZ IZAGUIRRE

CAPSTONE

INTRODUCTION WHERE YOU DISCUSS THE BUSINESS PROBLEM AND WHO WOULD BE INTERESTED IN THIS PROJECT.

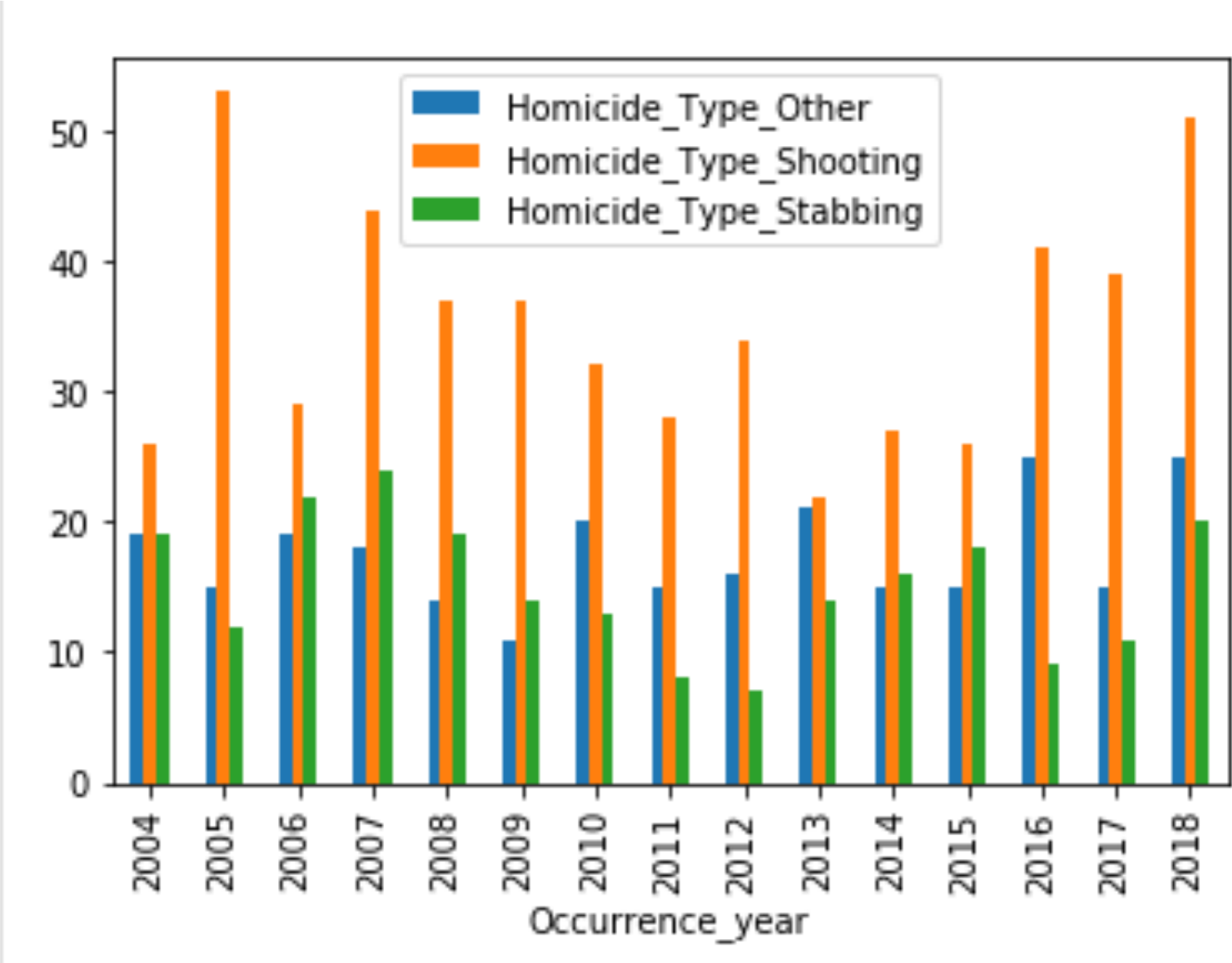
My partner and I moved to Toronto, and we want to start a new business.

The business we want to set up is a Stationery shop, in which we want to sell books and school supplies for children, but with an ecological point of view, trying to sell products with recycled material.

However, we don't know the city of Toronto very well, therefore we want to analyze the situation of the city, and for this we want to look for:

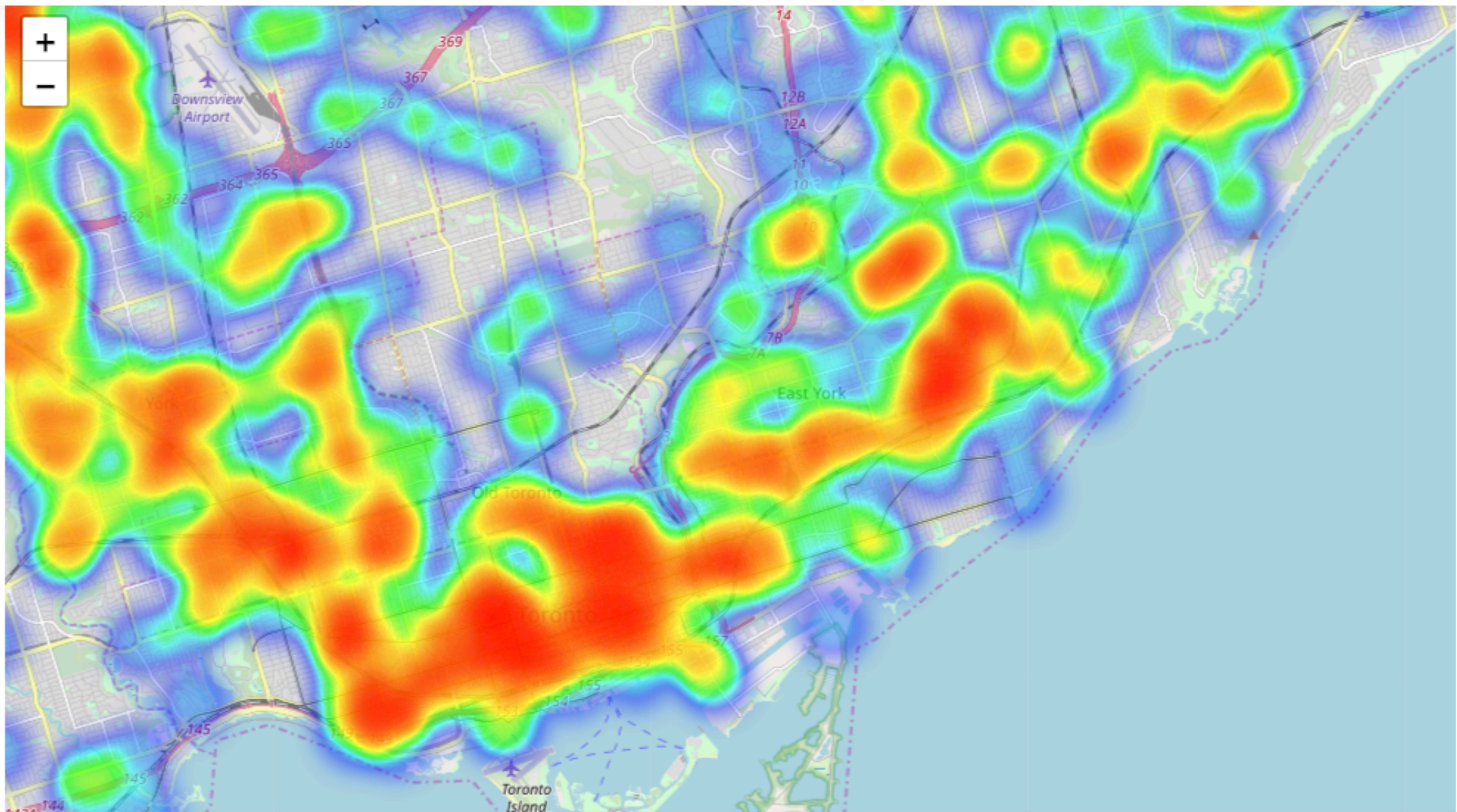
- **A safe place**
- **Near schools**
- **That there is not much competition**

A SAFE PLACE



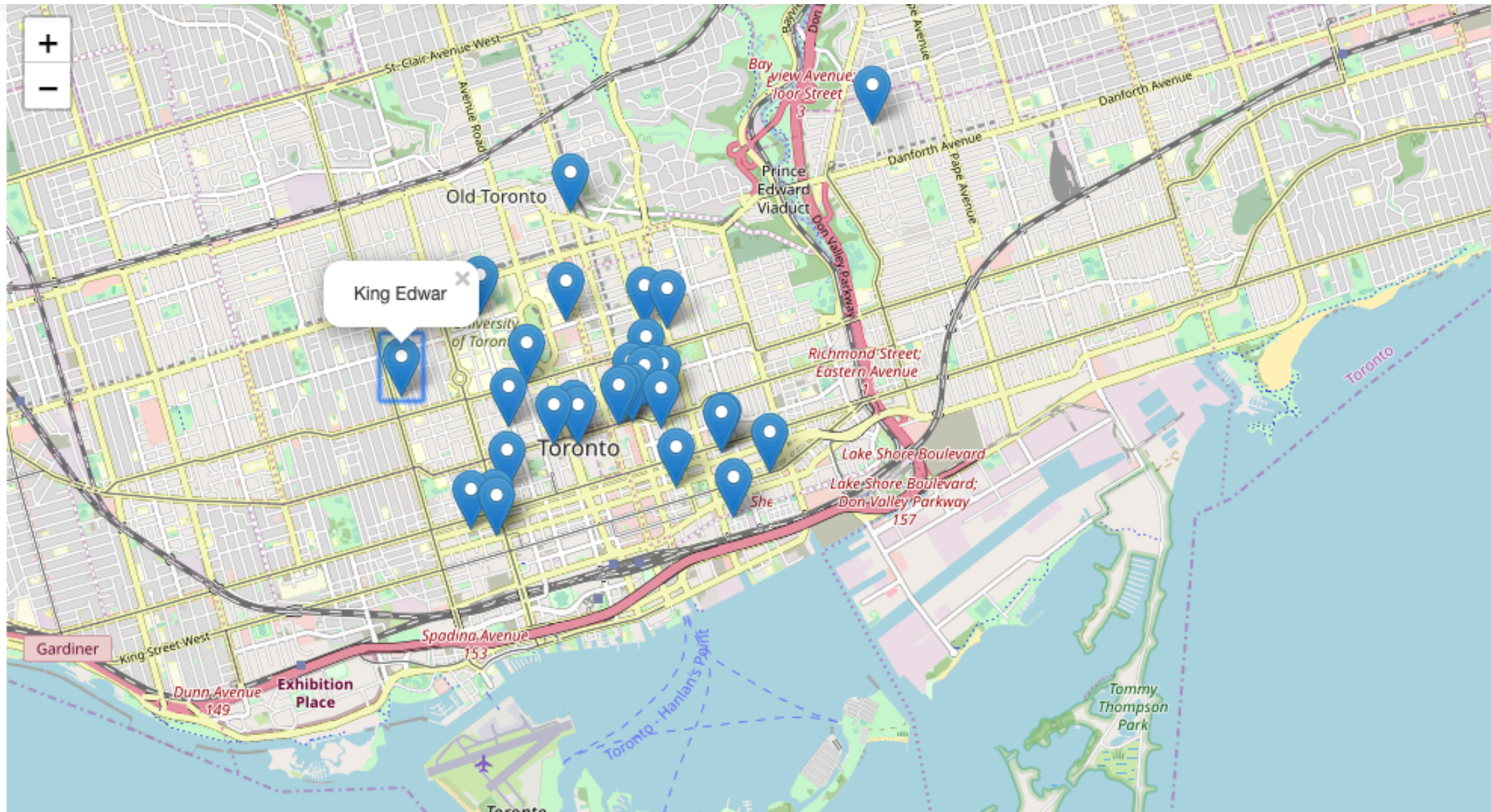
HEAT MAP OF HOMICIDIES IN TORONTO

Out[133]:



SCHOOLS IN TORONTO

Out[50]:



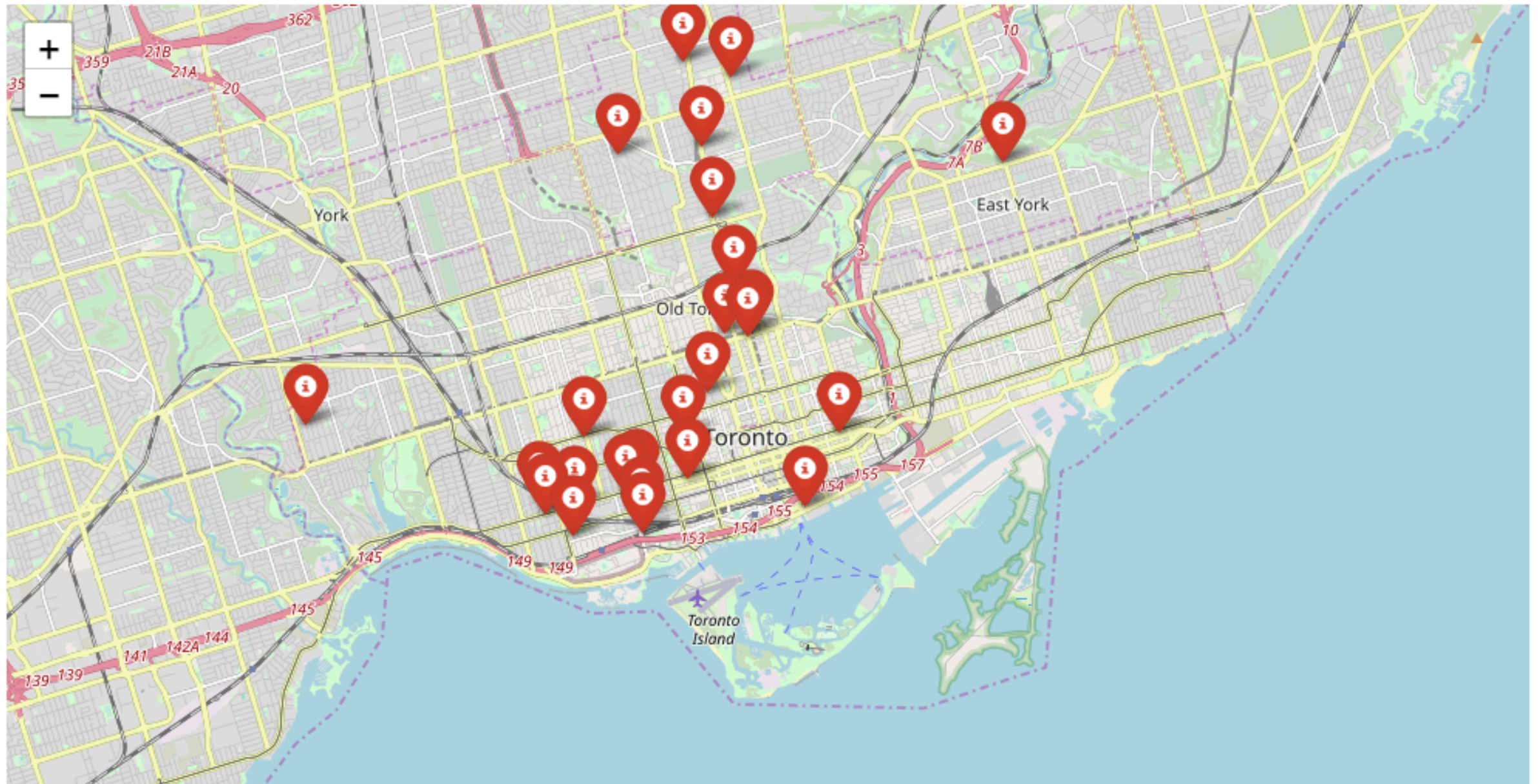
PAPER SHOPS IN TORONTO

Out[170]:



PAPER SHOPS IN TORONTO

Out[170]:



CLUSTERS OF SHOPS



BESTE PLACE TO PUT OUR SHOP



BESTE PLACE TO PUT OUR SHOP

