

Introduction

This report is for the final course of the Data Science Specialisation Professional Certificate, created by IBM and hosted by Coursera. For this certificate the student needs to clearly define a problem or idea of their choice where they will leverage the Foursquare location data to solve or execute. The Foursquare API will be used in conjunction with other data to present a way in which the chosen problem will be solved, with code supplied in a Jupyter Notebook to back up the findings in this report.

The main goal of this report is to explore the neighbourhoods of Toronto in order to identify neighbourhoods in which the opening of a coffee shop / café is most likely to be successful. This idea comes from the huge popularity of these venues worldwide and the often lucrative business coming from these venues, along with the high consumer rate for coffee meaning that there is a large pre-existing customer base which will be looking for a coffee shop in high traffic areas.

The report will identify key features which have already made coffee shops in neighbourhoods extremely popular, then filter those down to find ideal neighbourhoods which have not already been overpopulated with coffee shops. Finally, it will suggest neighbourhoods in which a new coffee shop will have enough foot traffic and interest to be successful, but not so much competition that it will be an oversaturated market.

The target audience for this report is:

- Potential business investors looking to invest in a pre-existing café in an up and coming neighbourhood with desirable venues around it
- Customers interested in neighbourhoods which are not already oversaturated to find a new location likely to provide something that meets their needs
- New businesspeople looking to open a café that is likely to succeed in a market which can often be too competitive in certain neighbourhoods