

Predicting the best Location to Start a Business in Toronto, Canada

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1. Introduction - Problem Scope

Let's say a Vendor is looking forward to open pub/brewery nightlife restaurant in one of the locations in new york. A market study needs to be done to understand the competition in different locality, resources availability, demographics of the crowd and response of crowd he might get. And looking forward the vendor is also thinking about directly get fresh grocery supply from farms. At an optimal cost. At the same time vendor would also like the information about crowd culture at different places. So that he can either make selection of locality based on culture or change/modify his menu suiting to the crowd culture.

2. Data Preparation and Challenges

To provide the stakeholders the necessary information Toronto's 2016 Census data will be used that contains Population, Average income per Neighborhood with and Demographics. Foursquare API will be used to collect competitors on the same neighborhoods and nearby nightlife point of interest.

We will be extracting different data about nearby venues like food menus, drink menus, ambience, distance from other points of interests and also grocery vendor. To make decisions on the roll out plan.