

# Introduction

- Toronto is the considered the financial capital of Canada and the most populated city in the country.
- Yoga has gained popularity as a fitness and wellness practice over the years. People practicing yoga is on the rise and yoga studios are an attractive business opportunity. I am trying to find a good location for a yoga studio in Toronto.
- The target audience for this analysis would be an entrepreneur to find the right location to open a yoga studio.

# Data

- List of neighborhoods in Toronto: This was obtained from the Wikipedia page [https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada:\\_M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
- Latitude and longitude data of the neighborhoods: This data was obtained using the Geocoder package.
- Venue data of yoga studios: Foursquare API was used to obtain this data.

# Methodology

1. Web scrape the neighborhoods of Toronto from wikipedia and convert it to a data frame.
2. Obtain the coordiantes.
3. Obtain venue data from Foursquare.
4. Perform k-means clustering
5. Find the better location for a yoga studio

# **Conclusion**

In comparison locations in Cluster0 or Cluster2 seems like a better place to open a Yoga studio due to the lower number of existing yoga studios. So, locations like Agincourt, Alderwood, Long Branch, Bathurst Manor, Wilson Heights, Downsview North, Bayview Village, Bedford Park, Lawrence Manor East etc. are good locations for opening a Yoga studio.