Coursera Capstone – The Battle of Neighborhood

Recommendation to open an International Grocery Store in Toronto

Introduction:

According to Wikipedia "**Toronto** is an international center of business, finance, arts, and culture, and is recognized as one of the most multicultural and cosmopolitan cities in the world. The diverse population of **Toronto** reflects its current and historical role as an **important** destination for immigrants to Canada." This diversity helps to run an international grocery store in the Toronto. This store will bring together international famous food items together.

Problem Description:

According to blogto.com website **Toronto's** population is made up of 51 per cent of residents born outside of Canada, but is also home to 230 different **nationalities**, which makes it far more diverse than Dubai. As more national people live in **Toronto's**, so it's a great opportunity for us to open big grocery store. More international people will buy more grocery items at the same time we will make give more emphasis to educate about international food. Purpose of this report is to proposed a profitable proposal to open an internal grocery store.

Data Explanation:

We need to know more about the City of Toronto's. we have to make the segmentation, clustering about City. To make this research more convenient, we scrap data from the Wikipedia web page. So, we scrap the data than organized the data in an structed way.

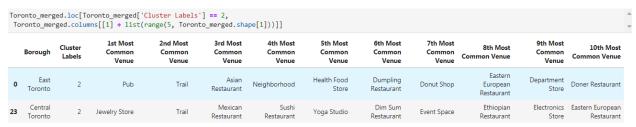
1. We implement geocoding to retrieve latitude and longitude of Toronto's neighborhood. Geo data represent, organized and visualize the Toronto's neighborhood.

Explanation of secondary data:

```
#merge two table on the column "PostalCode"
Toronto_df_new = Toronto_df_grouped.merge(coordinates, on="PostalCode", how="left")
Toronto_df_new.head(20)
```

	PostalCode	Borough	Neighborhood	Latitude	Longitude
0	М1В	Scarborough	Rouge, Malvern, Rouge, Malvern	43.806686	-79.194353
1	M1C	Scarborough	Highland Creek, Rouge Hill, Port Union, Highla	43.784535	-79.160497
2	M1E	Scarborough	Guildwood, Morningside, West Hill, Guildwood,	43.763573	-79.188711
3	M1G	Scarborough	Woburn, Woburn	43.770992	-79.216917
4	М1Н	Scarborough	Cedarbrae, Cedarbrae	43.773136	-79.239476
5	M1J	Scarborough	Scarborough Village, Scarborough Village	43.744734	-79.239476

2. Population data helps to make segmentation of population country wise. The higher the number of populations from a specific country or region, we have to concentrate food items from that region. Population data also give good understanding of demographic features of population. So, we can look at region wise venue in Toronto's to understand the number of regional venues in that region.



3. Another key indicator is the venue latitude and venue longitude. We are going to get an overall picture nearby venue and postal code.

