Determining the Ideal Location for a New Toronto Coffee Shop

Introduction

- Seeking to develop a means of determining the ideal location for a new coffee shop
- Two factors that contribute to a favorable location:
  - High commercial activity
  - Low density of rivals

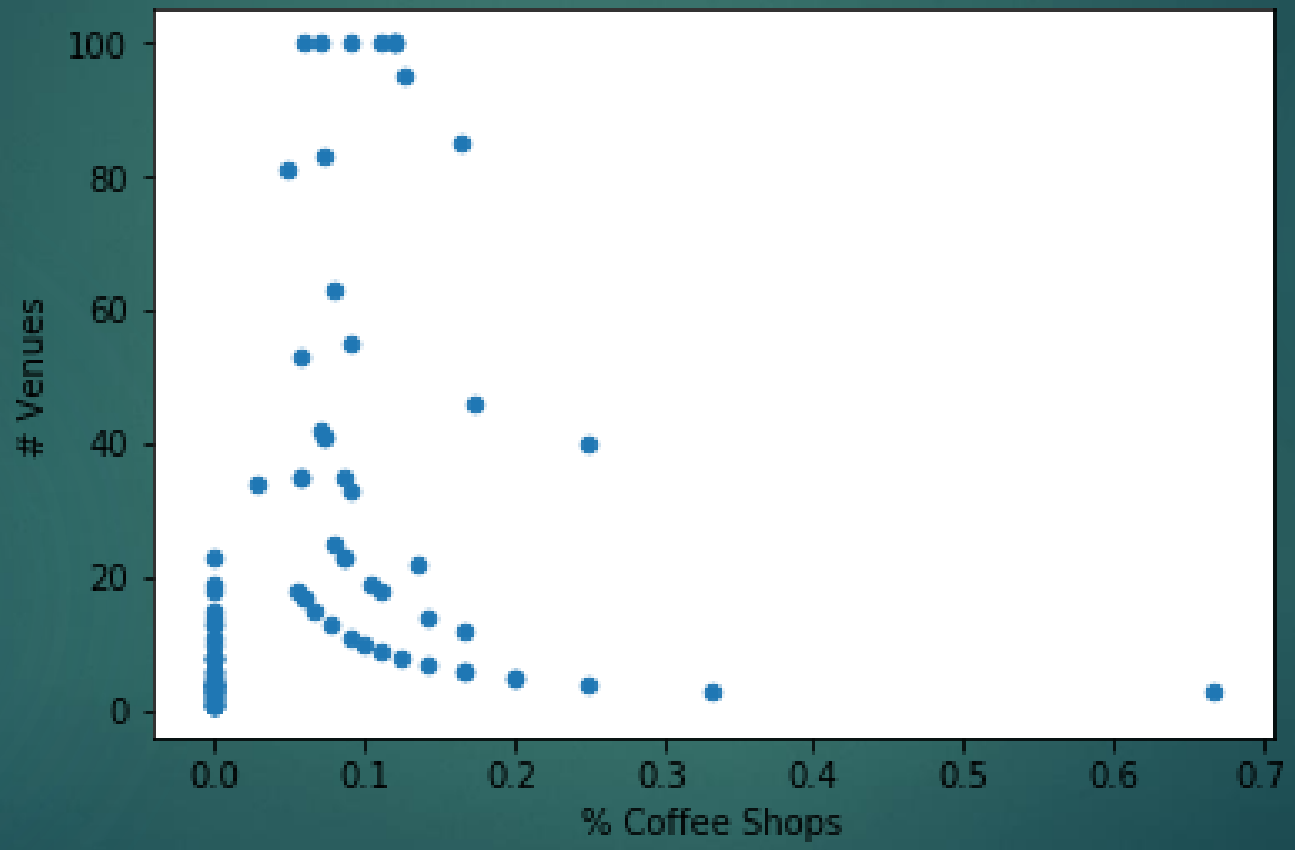
Data

- Postal Codes, Neighborhoods, and Boroughs: https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M
- Latitude and Longitude Information: http://cocl.us/Geospatial_data

Method

- Obtain total venue count and number of coffee shops per neighborhood from Foursquare
- Divide number of coffee shops by venue count to determine percentage of coffee shops

Percentage of Coffee Shops vs. Total Number of Venues



Method Part II

- Calculating Score:

$$Score = \frac{1}{2}\left(\frac{x}{\mathrm{m1}} + \frac{1}{m2}(m2 - y)\right)$$

Result

- Ideal new coffee shop location at St. James Town, with a score of 0.955

Conclusion/Discussion

- Demonstrated ability to find a location with low density of coffee shops and high consumer activity
- Moving Forward:
  - Adjusting weight of parameters
  - Exceeding artificial limit of number of obtained venues