



# Business Opportunities in the Greater Toronto Area

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# Introduction

- ▶ Toronto is a large metropolitan city
- ▶ Due to the presence of an international airport, travel to and from Toronto is frequent
- ▶ Due to the metropolitan nature of Toronto, business owners may seek new and exciting business opportunities
- ▶ This project is designed to help such business owners

# Data

- ▶ The data for this project was collected from a number of sources
  - ▶ Wikipedia
    - ▶ [https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada:\\_M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
  - ▶ Four Square

# Methodology

- ▶ A variety of data points were collected from the greater Toronto area including:
  - ▶ Neighborhoods
  - ▶ Services, Restaurants, Businesses, amenities, etc.
  - ▶ Locational coordinates
  - ▶ Etc.
- ▶ These data points were organized by neighborhood to see what institutions existed in each neighborhood

# Results

- ▶ Based on the types of research questions that I thought this particular project might be helpful in answering, I thought it important to look at the most common venue types based on each location in Toronto. An abbreviated version of these results is located on the following slide

# Results

Cluster Labels	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
0	Berczy Park	Coffee Shop	Cocktail Bar	Café	Beer Bar	Bakery
1	Brockton, Parkdale Village, Exhibition Place	Café	Bakery	Breakfast Spot	Coffee Shop	Yoga Studio
2	Business reply mail Processing Centre, South C...	Light Rail Station	Yoga Studio	Spa	Auto Workshop	Brewery
3	CN Tower, King and Spadina, Railway Lands, Har...	Airport Service	Airport Lounge	Airport Terminal	Boutique	Sculpture Garden
4	Central Bay Street	Coffee Shop	Café	Italian Restaurant	Sandwich Place	Salad Place

# Discussion

- ▶ Assume an entrepreneur was looking to open up a new type of restaurant in the greater Toronto area.
- ▶ It would appear that one could draw a number of conclusions from the table on the previous slide.
- ▶ For example: the King and Spadina neighborhood appears to be close to an airport.
  - ▶ This means frequent travelers.
  - ▶ The business owner might want to make a decision based on catering to the needs of frequent travelers.
- ▶ Similarly, a number of areas have yoga studios.
  - ▶ One may assume that yoga is an important part of life in the Toronto region.
  - ▶ However, they may also conclude that perhaps yoga studios are in too great an abundance and might want to diversify the experience by offering something similar that doesn't quite have a market yet that caters to the same clientele like a tea shop or a athleisure clothing boutique.