



# Data Sets to be used

- Foursquare location data shall be used for each location: Portland, Manhattan, Downtown Toronto
- The Foursquare location data will provide venue information for each neighbourhood in the cities being examined (E.g. coffee shops, bakeries, parks, ...). It will show the most common venue, up through the 10<sup>th</sup> most common venue for that neighborhood.

# Sample Manhattan Foursquare Location Data


	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
6	Central Harlem	African Restaurant	Bar	American Restaurant	French Restaurant	Chinese Restaurant	Seafood Restaurant	Cosmetics Shop	Café	Library	Market
8	Upper East Side	Italian Restaurant	Exhibit	Art Gallery	Bakery	Coffee Shop	Boutique	French Restaurant	Hotel	Cocktail Bar	Gym / Fitness Center
10	Lenox Hill	Italian Restaurant	Coffee Shop	Sushi Restaurant	Pizza Place	Gym / Fitness Center	Café	Burger Joint	Gym	Cocktail Bar	Sporting Goods Shop
12	Upper West Side	Italian Restaurant	Coffee Shop	Wine Bar	Bar	Café	Cosmetics Shop	Vegetarian / Vegan Restaurant	Mediterranean Restaurant	Bakery	Indian Restaurant
13	Lincoln Square	Theater	Italian Restaurant	Café	Gym / Fitness Center	Plaza	Concert Hall	Performing Arts Venue	French Restaurant	Park	Indie Movie Theater

# Sample Downtown Toronto Foursquare Location Data

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Adelaide, King, Richmond	Coffee Shop	Café	Bar	Steakhouse	Breakfast Spot	Asian Restaurant	Cosmetics Shop	Restaurant	Hotel	Bakery
1	Berczy Park	Coffee Shop	Bakery	Cocktail Bar	Farmers Market	Steakhouse	Seafood Restaurant	Café	Cheese Shop	Beer Bar	Clothing Store
2	Brockton, Exhibition Place, Parkdale Village	Breakfast Spot	Café	Coffee Shop	Grocery Store	Caribbean Restaurant	Restaurant	Bar	Intersection	Bakery	Stadium
3	Business Reply Mail Processing Centre 969 Eas...	Light Rail Station	Pizza Place	Auto Workshop	Comic Shop	Recording Studio	Restaurant	Butcher	Burrito Place	Brewery	Skate Park
4	CN Tower, Bathurst Quay, Island airport, H...	Airport Service	Airport Lounge	Airport Terminal	Harbor / Marina	Airport	Airport Food Court	Airport Gate	Boutique	Bar	Boat or Ferry

# Sample Portland Foursquare Location Data

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
1	97201	Breakfast Spot	Massage Studio	Farmers Market	Café	Park	Event Space	Fish Market	Fast Food Restaurant	Farm	Falafel Restaurant
2	97202	Food Truck	Mexican Restaurant	Garden	Brewery	Convenience Store	Farmers Market	Performing Arts Venue	Storage Facility	Auto Garage	Gym / Fitness Center
3	97203	Food Truck	Bar	Yoga Studio	Pizza Place	Park	Convenience Store	Coffee Shop	Rental Car Location	Falafel Restaurant	Mexican Restaurant
4	97204	Food Truck	Hotel	Coffee Shop	Restaurant	American Restaurant	Vietnamese Restaurant	Burger Joint	Pizza Place	Electronics Store	Thai Restaurant
5	97205	Cocktail Bar	Coffee Shop	Italian Restaurant	Bakery	Café	Furniture / Home Store	Thai Restaurant	Pub	Japanese Restaurant	History Museum



# Other Data

- Demographic information is obtained from the USA Census Bureau and census data from the Canadian government. The demographic data is used to compare the similarities of the cities. Demographic information includes but is not limited to: population size, density, age, education, income
- The next slide contains example sample census data for Portland, Manhattan, and Central Toronto. More extensive data is available within the census data and that more extensive data will be utilized

# Sample Census Data

All Topics	Portland city, Oregon	New York County (Manhattan Borough), New York
Population estimates, July 1, 2018, (V2018)	653,115	1,628,701
PEOPLE		
Population		
Population estimates, July 1, 2018, (V2018)	653,115	1,628,701
Population estimates base, April 1, 2010, (V2018)	583,792	1,586,360
Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	11.9%	2.7%
Population, Census, April 1, 2010	583,776	1,585,873

Characteristic	Toronto Central, Ontario [Health region, December 2017]		
	<a href="#">Data quality</a> <a href="#">Map</a>		
	<a href="#">Change geography</a>		
	Total	Male	Female
	Counts (unless otherwise specified)		
Population and dwellings			
Population, 2016 <sup>1</sup>	1,232,258	...	...
Population, 2011 <sup>1</sup>	1,149,993	...	...
Population percentage change, 2011 to 2016	7.2	...	...
Total private dwellings <sup>2</sup>	611,053	...	...
Private dwellings occupied by usual residents <sup>3</sup>	568,161	...	...
Population density per square kilometre	6,412.6	...	...



# How Data Will Be Used

- The target cities (Manhattan and Downtown Toronto) will be compared to Portland (existing location of VooDoo Doughnut)
- Foursquare location data can be used to determine type of businesses currently in the target cities as well as to compare them to the current location in Portland to look for opportunities for new locations
- Demographic data can be compared between Portland and the target cities using census data to identify similarities