



THE BATTLE OF NEIGHBORHOODS

Neighborhood of choice for ABC Grocery's first venture in Toronto.

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INTRODUCTION

- Toronto city overview for ABC Grocery
- ABC Grocery Strategic Plan and Overview
- ABC Grocery Business Problem
 - Choice of the first neighborhood to offer services.
 - The neighborhood should enable easy replication.
 - The neighborhood should have high demand.
 - The neighborhood should have lower competition.
- Success Criteria:
 - Good recommendation of neighborhood that meets above points.
 - It should have capability to enable latest information whenever required.



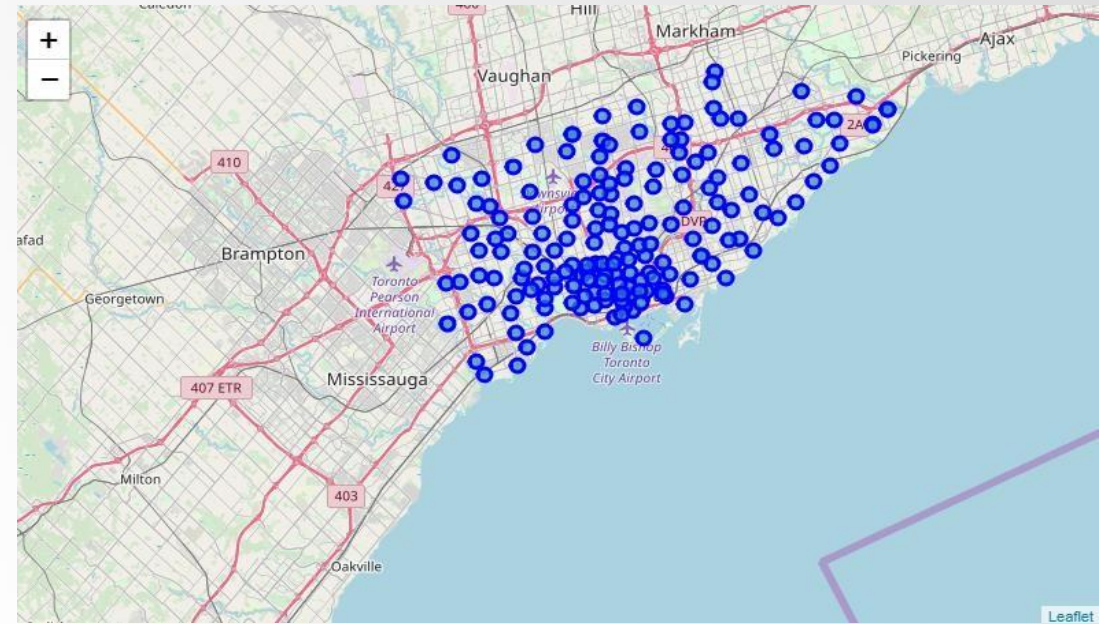
DATA DESCRIPTION

- Data Requirements for this project:
 - Neighborhood Information (i.e. name, coordinates, populations).
 - Venue information (i.e. name, category, coordinates)
- Data Sources for this project:
 - Wikipedia Pages
 - Foursquare.com
- Data Processing for this project:
 - Data cleaning is required
 - Data needs to be in a structured format

	Neighbourhood	Population	Land Area	Density	Population %	Income	Commuting	2nd Language	2nd Language %	Latitude	Longitude
1	Agincourt	44577	12.45	3580	4.6	25,750	11.1	Cantonese (19.3%)	19.3% Cantonese	43.788	-79.2839
2	Alderwood	11656	4.94	2360	-4.0	35,239	8.8	Polish (6.2%)	06.2% Polish	43.6035	-79.5464
3	Alexandra Park	4355	0.32	13,609	0.0	19,687	13.8	Cantonese (17.9%)	17.9% Cantonese	43.6498	-79.4015
4	Allenby	2513	0.58	4333	-1.0	245,592	5.2	Russian (1.4%)	01.4% Russian	43.7077	-79.4127
5	Amesbury	17318	3.51	4,934	1.1	27,546	16.4	Spanish (6.1%)	06.1% Spanish	43.7011	-79.481
6	Armour Heights	4384	2.29	1914	2.0	116,651	10.8	Russian (9.4%)	09.4% Russian	43.7454	-79.4226
7	Banbury	6641	2.72	2442	5.0	92,319	6.1	Unspecified Chinese (5.1%)	05.1% Unspecified Chinese	43.7491	-79.3664
8	Bathurst Manor	14945	4.69	3187	12.3	34,169	13.4	Russian (9.5%)	09.5% Russian	43.7627	-79.4563
9	Bay Street Corridor	4787	0.11	43,518	3.0	40,598	17.1	Mandarin (9.6%)	09.6% Mandarin	43.6567	-79.3835
10	Bayview Village	12280	4.14	2,966	41.6	46,752	14.4	Cantonese (8.4%)	08.4% Cantonese	43.7782	-79.3828

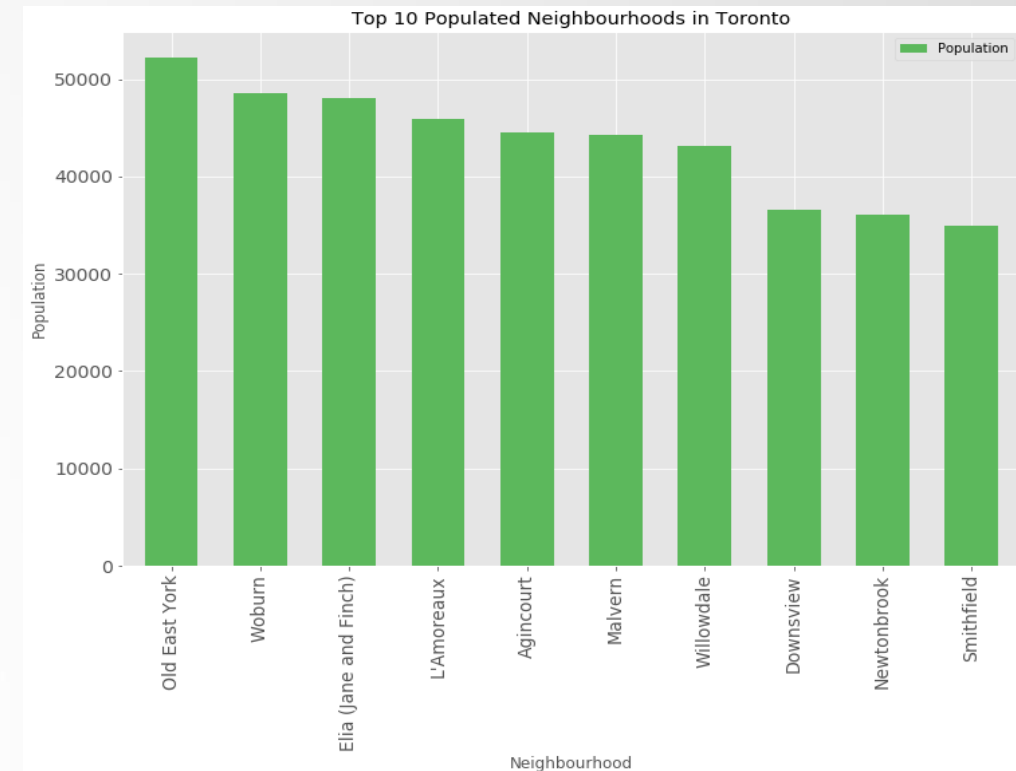
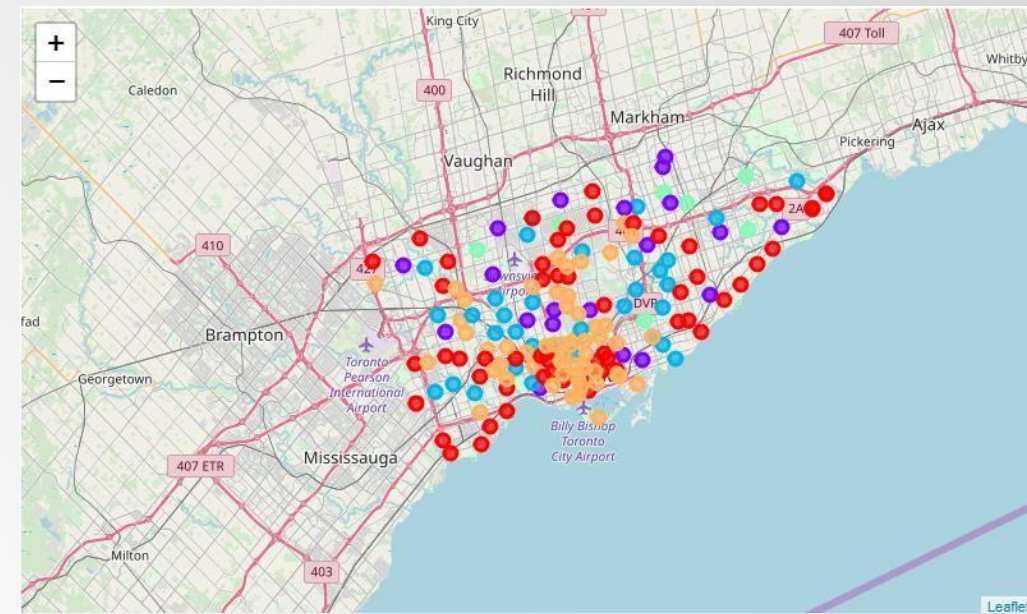
METHODOLOGY

- Data Scrapping Technique
 - To scrap the neighborhood data from Wikipedia
 - To make the data into a structured format
- Foursquare.com
 - Retrieving venue information from above API.
- K-Means Machine Learning
 - Segment and cluster similar neighborhoods
 - Group them based on most common venues
- Scoring Weightage
 - Population count has 50% weightage
 - Venue (fewer grocery) has another 50% weightage



RESULT

- Clustering Similar Neighborhoods
 - Grouping based on common venues
- Neighborhood with high population
 - Ranking the neighborhoods based on population count
- Topmost common venue
 - Ranking the neighborhoods based on common venue w/o Grocery



DISCUSSION

- Result Review:
 - First cluster looks to offer the best business expansion opportunity.
 - Humbermede neighborhood in the first cluster looks to meet the key business criteria whereby it will offer the highest demand (i.e. high population) and lowest competition (i.e. lower supply).
- Additional Observation:
 - High number of Punjabi people.
 - Worthwhile to consider Punjabi food or related supplies offering in this neighborhood.

	Neighbourhood	Population	Income	Commuting	2nd Language	2nd Language %	Latitude	Longitude	Population Score	Venue Score	Total Score
60	Humbermede	14778	24,297	11.8	Punjabi (9.7%)	09.7% Punjabi	43.7421	-79.5407	0.611729	0.0	0.305865
61	St. James Town	14666	22,341	27.4	Filipino (8.1%)	08.1% Filipino	43.6709	-79.3733	0.607093	0.0	0.303547
62	Cliffcrest	14531	38,182	12.5	Tamil (1.5%)	01.5% Tamil	43.7249	-79.2263	0.601505	0.0	0.300752
63	Humber Valley Village	14453	80,618	12.0	Ukrainian (3.9%)	03.9% Ukrainian	43.6671	-79.528	0.598276	1.0	0.799138
64	Harbourfront / CityPlace	14368	69,232	16.0	Unspecified Chinese (2.4%)	02.4% Unspecified Chinese	43.6416	-79.3902	0.594758	0.6	0.597379

CONCLUSION

- Recommendation Summary:
 - Region: First Cluster.
 - Neighborhood: Humbermede
 - Additional Offering: Punjabi food or related supplies.
- Additional Note:
 - Re-run of the program is encouraged to get latest information.
 - Updated information is critical to consider as part of business expansion plan.

Thank You