

## **Problem**

In Toronto, there are many people aspiring to become business owners. Toronto is a profitable and prime region for businesses to be built.

Nevertheless, it is pertinent that based on the target products, the businesses establish their outlets in the most viable locations.

A significant percentage of them are unsure of where to start their business in. In fact, a considerable percentage of startups fail within their first few years in Toronto.

## **Data employed**

To help these startup business owners to be better informed about better locations to build their business, we will analyze the data provided in

[https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada): M

Data will also be made use of from [https://cf-courses-data.s3.us.cloud-object-storage.appdomain.cloud/IBMDeveloperSkillsNetwork-DS0701EN-SkillsNetwork/lab\\_s\\_v1/Geospatial\\_Coordinates.csv](https://cf-courses-data.s3.us.cloud-object-storage.appdomain.cloud/IBMDeveloperSkillsNetwork-DS0701EN-SkillsNetwork/lab_s_v1/Geospatial_Coordinates.csv)

Data consists primarily of geospatial information, including PostalCode, Borough, Neighborhood, Latitude and Longitude. Using additional information from FourSquare API, the surrounding amenities and shops will also be accounted for.

## **Approach**

By analyzing these information, and additional concepts, such as ensuring a variety of available amenities in any given location, we can provide reasonable suggestions for locations for business to establish their outlets.