

Cannabis shops/services

Capstone project

Problem Statement

- Cannabis has been legalized in Canada
- **Target audience:**
 - Potential entrepreneurs that want to enter into the Cannabis Market and want to expand their Knowledge of the subject and see market opportunity in a certain geographical area, or
 - Cannabis users looking for new strains to smoke and the nearest shops/services.
- **Stakeholders:**
 - Cannabis Consumers
 - Potential Cannabis entrepreneurs

Data Section

- Data Item: dataset containing information regarding all the different strains of Cannabis plants.
 - Format: CSV
 - Description: strain name, type of strain, rating (from 1 to 5), Effects (list of adjectives), Flavour (list of adjectives), general description.
 - This dataset was downloaded from: <https://github.com/kushyapp/cannabis-dataset/tree/master/Dataset/Strains>
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- Data item: Foursquare Data regarding all activities resulting from a search in the Toronto area using the words Cannabis or Marijuana.
 - Format: json
 - Description: name, categories, address, city, country, postal code

Discussion

- Looking at the strains dataset we have seen that the most diffused Cannabis specie is Hybrid, followed by Indica and Sativa and the rating distributions indicate that Hybrid and Indica are better rated than Sativas. We have seen that Uplifted, Euphoric and Creative receive are associated with best grades in all 3 types.
- Trying to predict the Cannabis types using the feature Rating, effects and flavor we see that the best classifier is Gradient boosting.
- In Toronto's Area, in few months, some business activities already were started up following the new Cannabis market, mainly medical or consumer shops but also a Lawyer firm and a startup magazine.

Conclusion

- The Cannabis Market is still at the initial stage in the Toronto area, there are many spaces to open a classical reseller activity or also something more naïve following the new market opportunities.
- The Variety of strains permits to diversify and satisfy nearly all the customer tastes or desire to experiment something new.