



# WHERE TO OPEN A COFFEE SHOP

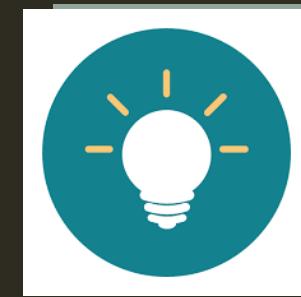
IN TORONTO



APPROACH



METHODOLOGY

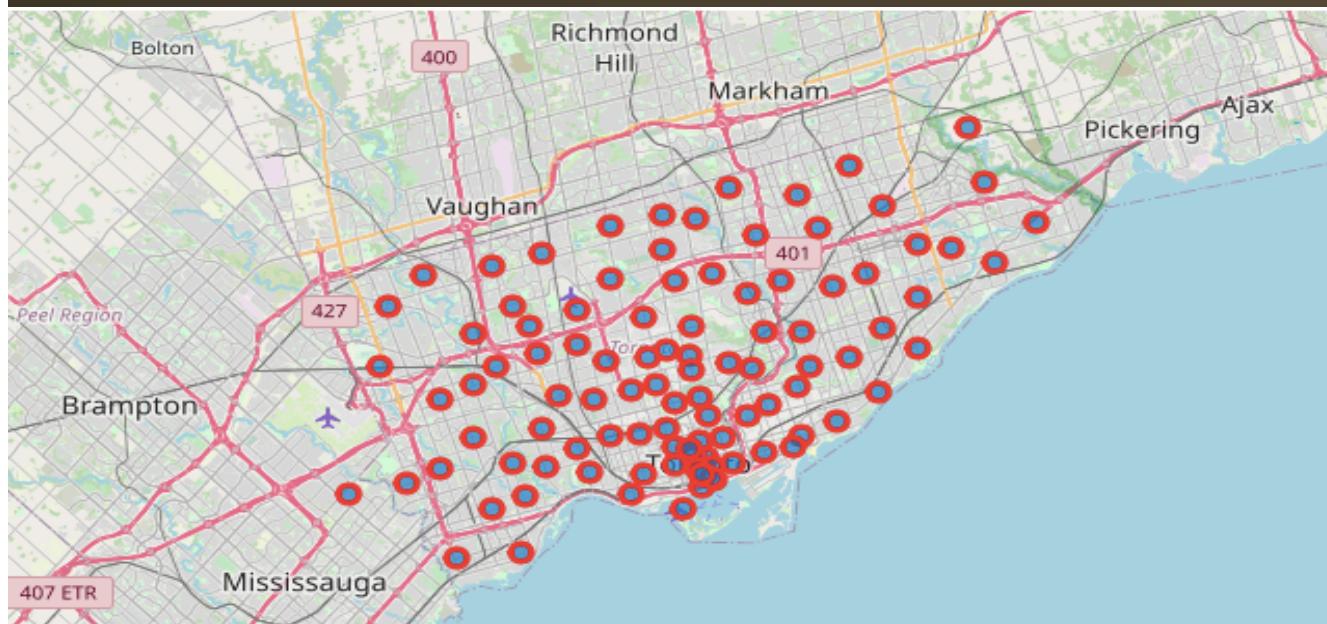


CONCLUSION

# OPENING A NEW COFFEE SHOP IN TORONTO

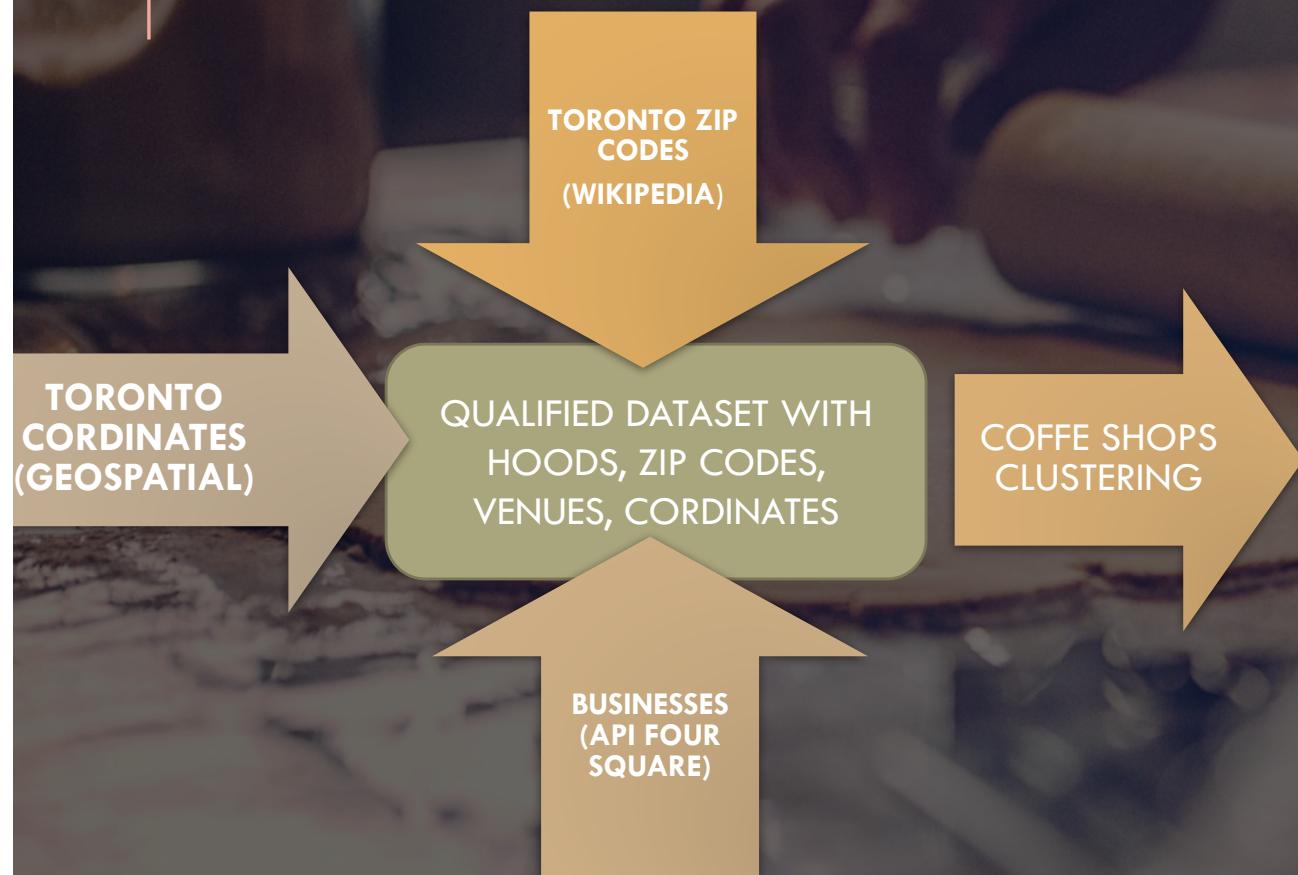
- Coffee is the second most popular beverage after water.
- Coffee shops have therefore become icons of urban neighborhoods.
- This popularity implicates that in the main urban areas there are already a high number of coffee shops.
- So the question o answer is..

WHERE TO OPEN A COFFEE SHOP IN TORONTO?



## APPROACH

# METHODOLOGY



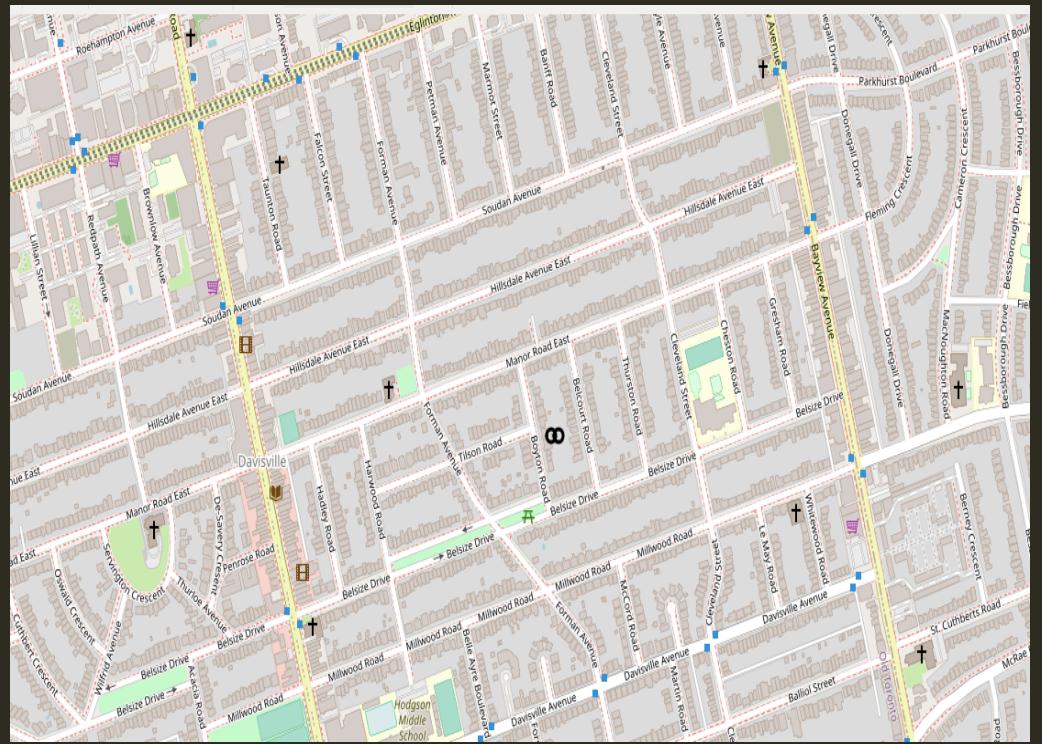
1. GET A COMPLETE DATASET FOR TORONTO BUSINESSES
2. FOCUS ON RELATIVE NUMBER OF COFFEE SHOPS
3. CREATE 3 CLUSTER TO SPLIT THE AREA

	Neighborhoods	Coffee Shop	Cluster Labels
3	Bayview Village	0.068966	0
5	Berczy Park	0.073171	0
6	Birch Cliff, Cliffside West	0.100000	2
7	Brockton, Parkdale Village, Exhibition Place	0.058824	0

# RESULT & CONCLUSION

## CLUSTER 1

- CLUSTER1 ( SEE MAP ON THE RIGHT) IS THE MOST APPEALING ONE DUE TO THE FEWER COFFEE SHOP BUSINESS.
- NEIGHBORHOODS LOCATED IN OTHER CLUSTERS MIGHT BE A GOOD OPORTUNITY FOR THEIR LOW RATIO OF COFFEE SHOPS: DAVISVILLE, DEL RAY, MOUNT DENNIS.
- ABOUT 1 OUT 2 COFFEE SHOPS IS AN STARBUCKS SO APART FROM GEOGRAPHICAL LOCATION WE NEED A STRATEGY TO DIFFERENTIATE OURSELVES FROM THEM.



THANK YOU

