Capstone Project - The Battle of Neighborhoods

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1. Notes

Capstone project report for the "Applied Data Science Capstone" course from the "IBM Data Science Professional Certificate" on Coursera (*https://www.coursera.org/professional-certificates/ibm-data-science*).

2. Introduction/Business Problem

Stakeholders want to open a new coffee shop branch either on Vancouver or Toronto and need the subsidiary information on the city/competitors to decide about the expanding strategy.

Their intention is to open one Café shop right away and elaborate a long-term strategy to allocate several stores over the next years in these two cities.

The plan should consider the competitors' location and neighborhood characteristics.

3. Dataset

The first set of data used was the list of boroughs and neighborhoods of Toronto and Vancouver, extracted from Wikipedia (https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M and https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_V), as seen in the following images:

WIKIPEDIA
The Free Encyclopedia

Main page
Contents
Current events
Random article
About Wikipedia
Contact us
Donate

Contribute
Help
Community portal
Recent changes
Upload file

Tools
What links here
Related changes
Special pages
Permanent link
Page information
Cite this page
Wikidata item

Print/export
Download as PDF
Printable version

Languages

List of postal codes of Canada: M

From Wikipedia, the free encyclopedia

This is a list of postal codes in Canada where the first letter is M. Postal codes beginning with M are located within the city of Toronto in the province of Ontario. Only the first three characters are listed, corresponding to the Forward Sortation Area.

Canada Post provides a free postal code look-up tool on its website,[1] via its applications for such smartphones as the iPhone and BlackBerry,[2] and sells hard-copy directories and CD-ROMs. Many vendors also sell validation tools, which allow customers to properly match addresses and postal codes. Hard-copy directories can also be consulted in all post offices, and some libraries.

Toronto - 103 FSAs [edit]

Note: There are no rural FSAs in Toronto, hence no postal codes should start with M0. However, the postal code M0R 8T0 is assigned to an Amazon warehouse in Mississauga, suggesting that Canada Post may have reserved the M0 FSA for high volume addresses.

Postal Code	Borough	Neighborhood
M1A	Not assigned	Not assigned
M2A	Not assigned	Not assigned
M3A	North York	Parkwoods
M4A	North York	Victoria Village
M5A	Downtown Toronto	Regent Park, Harbourfront
M6A	North York	Lawrence Manor, Lawrence Heights
M7A	Downtown Toronto	Queen's Park, Ontario Provincial Government
M8A	Not assigned	Not assigned
M9A	Etobicoke	Islington Avenue, Humber Valley Village
M1B	Scarborough	Malvern, Rouge
M2B	Not assigned	Not assigned

Toronto's list of Postal Cods, Boroughs and Neighborhoods

WIKIPEDIA
The Free Encyclopedia

Main page
Contents
Current events
Random article
About Wikipedia
Contact us
Donate

Contribute
Help
Community portal
Recent changes
Upload file

Tools
What links here
Related changes
Special pages
Permanent link
Page information
Cite this page
Wikidata item

Print/export
Download as PDF
Printable version

Languages
Français
Edit links

List of postal codes of Canada: V

From Wikipedia, the free encyclopedia

This is a list of postal codes in Canada where the first letter is V. Postal codes beginning with V are located within the Canadian province of British Columbia. Only the first three characters are listed, corresponding to the Forward Sortation Area.

Canada Post provides a free postal code look-up tool on its website,[1] via its mobile apps for such smartphones as the iPhone and BlackBerry,[2] and sells hard-copy directories and CD-ROMs. Many vendors also sell validation tools, which allow customers to properly match addresses and postal codes. Hard-copy directories can also be consulted in all post offices, and some libraries.

British Columbia - 192 FSAs [edit]

Urban [edit]

V1A Kimberley	**V2A** Penticton	**V3A** Langley Township (Langley City)	**V4A** Surrey Southwest	**V5A** Burnaby (Government Road / Lake City / SFU / Burnaby Mountain)	**V6A** Vancouver (Strathcona / Chinatown / Downtown Eastside)	**V7A** Richmond South	**V8A** Powell River	**V9A** Victoria (Vic West / Esquimalt) Canadian Forces (MARPAC)
V1B Vernon East	**V2B** Kamloops Northwest	**V3B** Port Coquitlam Central	**V4B** White Rock	**V5B** Burnaby (Parkcrest-Aubrey / Ardingley-Sprott)	**V6B** Vancouver (NE Downtown / Gastown / Harbour Centre / International Village / Victory Square / Yaletown)	**V7B** Richmond (Sea Island / YVR)	**V8B** Squamish	**V9B** Victoria (West Highlands / North Langford / View Royal)
V1C Cranbrook	**V2C** Kamloops Central and Southeast	**V3C** Port Coquitlam South	**V4C** Delta Northeast	**V5C** Burnaby (Burnaby Heights / Willingdon Heights / West Central Valley)	**V6C** Vancouver (Waterfront / Coal Harbour / Canada Place)	**V7C** Richmond Northwest	**V8C** Kitimat	**V9C** Victoria (Colwood / South Langford / Metchosin)

Vancouver's list of Postal Cods, Boroughs and Neighborhoods

That way, we could get 29 different postal code neighborhoods from Vancouver and 102 from Toronto.

We also retrieved the list of venues for both cities from Foursquare, each limited to 100 occurrences from 1000 meters of each neighborhood centroid, which resulted in 1772 different category venues for Vancouver and 4951 for Toronto.