

# The Battle of the Neighborhoods

**Capstone Project**

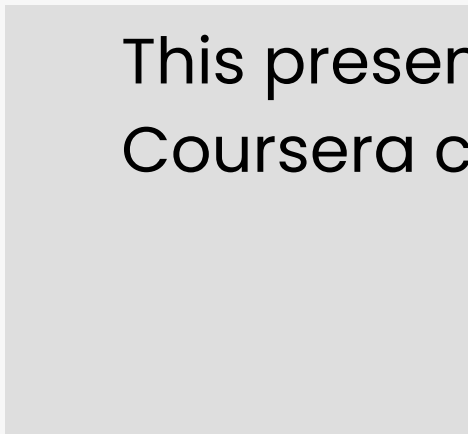


# Diego Albuquerque

# HELLO!



This presentation is part of  
Coursera capstone project.



# We talk about.

- Business problem
- The data analysis
- Conclusion

# Business problem

# Business problem

The company XZY, have the interest to open a new restaurant Toronto, the speciality of company is regular restaurants always near a Parks, in this bussiness model the restaurants have the operation hours,menu, events and promotions based in the commom use of Parks, it is a specitility of the company.

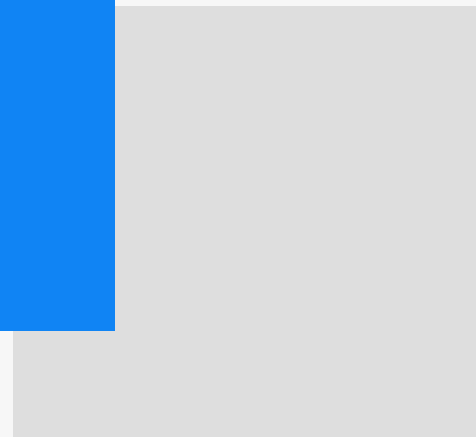
Seen this, we have the necessity of use data aproach to base the decision of in what place put a new restaurant.

# Business problem

Based in this context, we hav the question: **Where is the best place to open a new restaurante in Toronto?**, for this answer is necessary to find a place **near a park** and that not have many restaurants arround, in the vision of stakeholders, how less competition, best!.

# The data analysis

# Why data can help us?

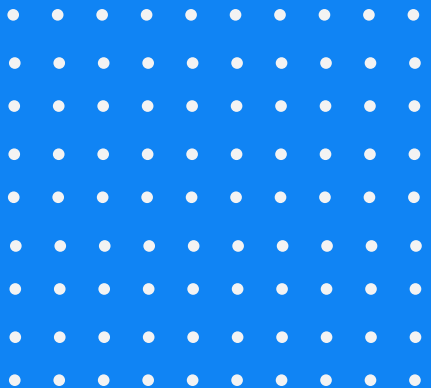




# Why data can help us?

To find the better place we have many option, drive a car arround the city finding places, use a helicopter or drone to fly above the city or the most easily and cheap is use the foursquare data do see the parks and restaurants arround then.

**In this way, we will map all the parks of Toronto, after all the restaurants and find the parks with less restaurants around.**



# And the competition?

Venues	Amount
Park	50
Restaurants (regular and fast food)	59



# The most common venues in the neighborhood

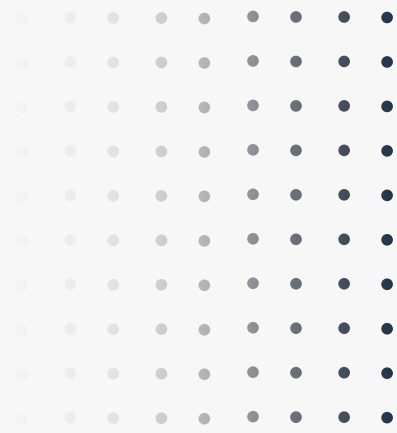
Borough	ClusterLabels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue
Scarborough	1.0	Playground	Intersection	Park	Escape Room
North York	1.0	Park	Yoga Studio	Deli / Bodega	Escape Room
North York	1.0	Electronics Store	Park	Convenience Store	Yoga Studio
North York	1.0	Fast Food Restaurant	Park	Food & Drink Shop	Yoga Studio
North York	1.0	Airport	Park	Yoga Studio	Deli / Bodega
East York/East Toronto	1.0	Park	Convenience Store	Yoga Studio	Deli / Bodega
Central Toronto	1.0	Park	Swim School	Bus Line	Yoga Studio
Central Toronto	1.0	Park	Tennis Court	Yoga Studio	Deli / Bodega
Downtown Toronto	1.0	Park	Playground	Trail	Dance Studio
York	1.0	Park	Women's Store	Pool	Distribution Center
York	1.0	Park	Convenience Store	Yoga Studio	Deli / Bodega

# The most common venues in the neighborhood

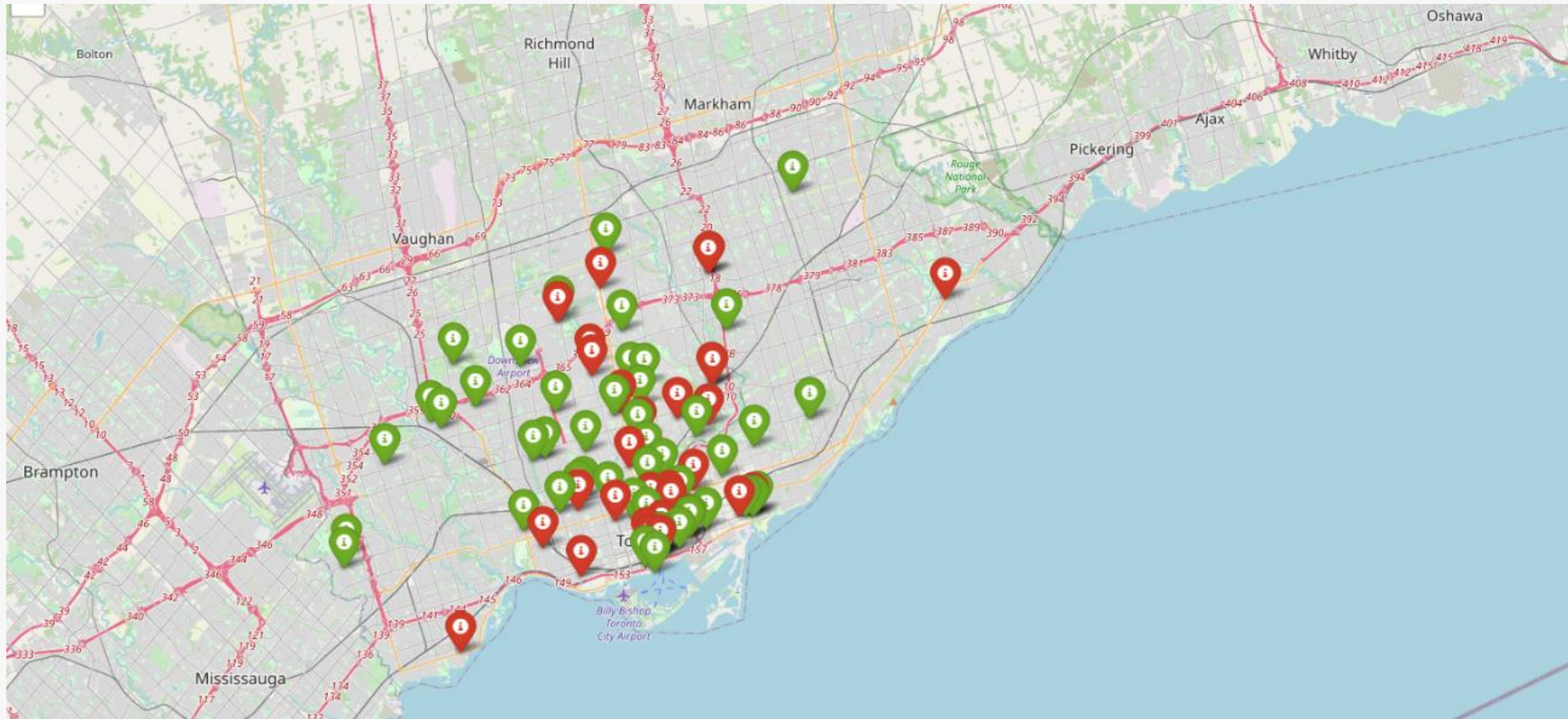
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# Parks(green) in Toronto Map



# Regular Restaurants(RED)



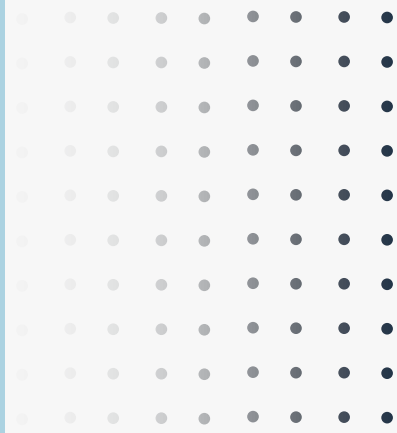


# Fast Food Restaurants(Orange)



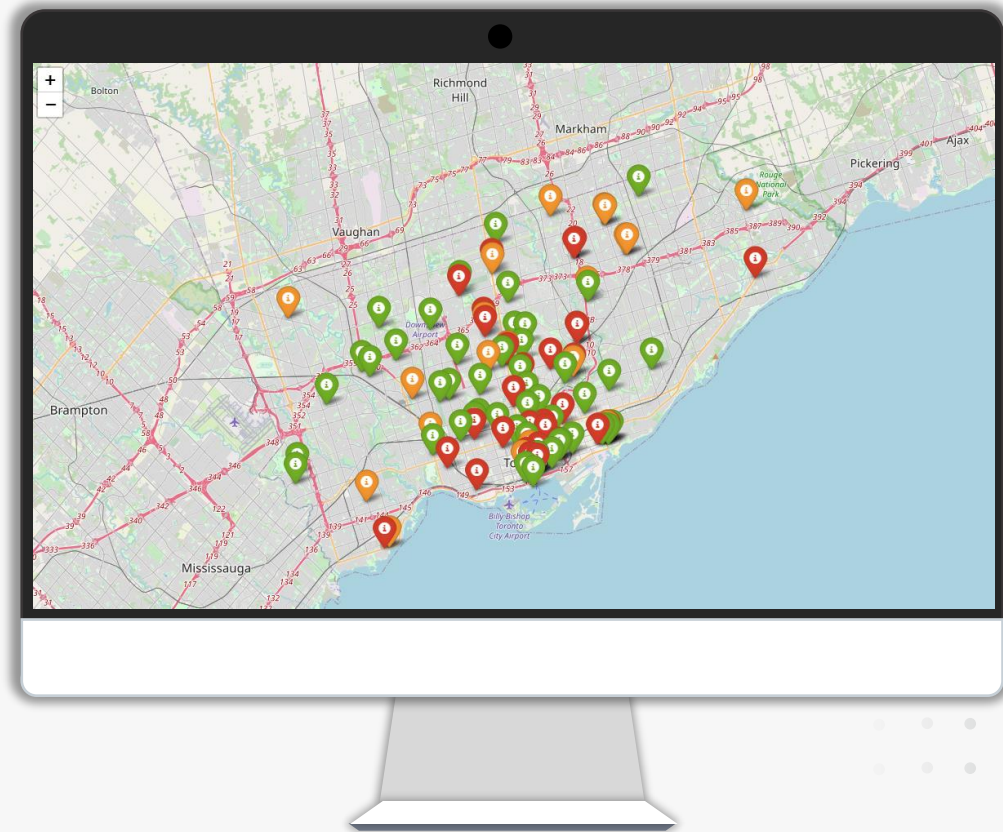


# Let's focus in this map



# Show the oporturtunites

This map show the opportunities of new restaurants near the parks for XYZ company.



# Conclusion

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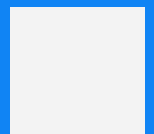
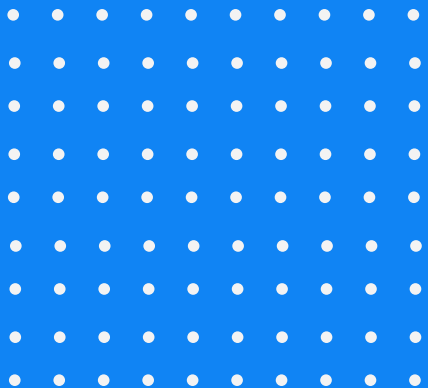


Purpose of this project was to identify Toronto areas close to parks with low number of restaurants (particularly regular restaurants and fast food restaurants) in order to aid stakeholders in narrowing down the search for optimal location for a new restaurant.

Final decision on optimal restaurant location will be made by stakeholders based on specific characteristics of neighborhoods and locations in every recommended zone, but the analysis of map and locations showed in this report allow the processing of decision given more information in a smart way.



# Thank you!



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