**Introduction**

When opening a business, there are range of aspects to be considered. Among those, selecting the location to invest is of a paramount decision. This analysis is going to be a demonstration of how data science can help an investor for identifying a suitable place for opening a business in a particular city.

This analysis is focused on specifically locating a suitable place for opening a bakery in the city of Toronto, Canada. Location data from Foursquare API are the main source of input and on top of it the analysis is going to be elaborated. Finally, we will be exposing a list of neighbourhoods in Toronto where there are Bakeries reside inside the top 10 attractions within that neighbourhood. So that, it is advised to locate a neighbourhood excluding the ones in that list when locating a place for investing for the new bakery.

**Data**

This analysis is powered by the location data from the Foursquare API. Further, for illustration purposes folium maps are used. Apart from them, for data preparation, and for every aspect of the analysis, pandas library is used. Clustering from sklearn library has been employed for identifying prominent attractions inside a neighbourhood by categorizing neighbourhoods based on the features of the nearby venues.