**Introduction**

When opening a business, there are range of aspects to be considered. Among those, selecting the location for opening the business is of a paramount decision. Otherwise, that investment will go in vain. 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. Therefore, the target audience will be investors who are with the intention of investing on a bakery in Toronto city. Because this study will help them in their deciding process.

Location data from Foursquare API are the main source of input and on top of it the analysis is going to be elaborated.

At the end of this study, we will be exposing a list of neighbourhoods in Toronto where there are Bakeries reside as the top 10 attractions within that neighbourhood. So that, it is advised to locate a neighbourhood excluding the ones in the 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, this study uses latitude and longitude data of neighbourhoods in the Toronto city that were provided through cousera.

With the help of Foursquare API, we will be exploring the nearby areas in the vicinity of neighbourhoods of the Toronto city. Also the main feature that we will be using for this analysis the ‘Venue Category’ that will be retrieved when getting nearby areas from the Foursquare.

Also the geo coordinate data (latitude and longitude) from the cousera will be used for folium maps and for clustering nearby places throughout the study.

For illustration purposes folium maps will be 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.