



WHERE TO SET UP A COFFEE SHOP IN TORONTO

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Coffee industry in Toronto

- ▶ A way to relax, not just a drink.
- ▶ Why Toronto?
 - ▶ 2/3 people of Canada drink at least 01 cup of Coffee a day.
 - ▶ 1.8 million cups of coffee are consumed everyday in Toronto.
- ▶ It's important to find a good place:
 - ▶ Set up a new Coffee Shop.
 - ▶ Avoid intensive competition with existing shops.

Data

- ▶ Neighborhood of Toronto.
 - ▶ Wikipedia.
- ▶ Latitude and longitude of Toronto.
 - ▶ Provided by Coursera.
- ▶ Data of venues and frequency of occurrence.
 - ▶ Foursquares.

Methodology

- ▶ Collecting data:
 - ▶ Web scrapping technique.
 - ▶ API call to Foursquare.
- ▶ Cleaning data:
 - ▶ Drop all irrelevant data.
 - ▶ Maintaining only the relevant data (columns “Coffee Shop” and “Café”)
 - ▶ Grouping data with their mean frequency of occurrence.
 - ▶ Merge with data of their locations.
- ▶ Clustering to 3 groups: low, moderate and high frequency of occurrence.
- ▶ Plot the map for visualization.

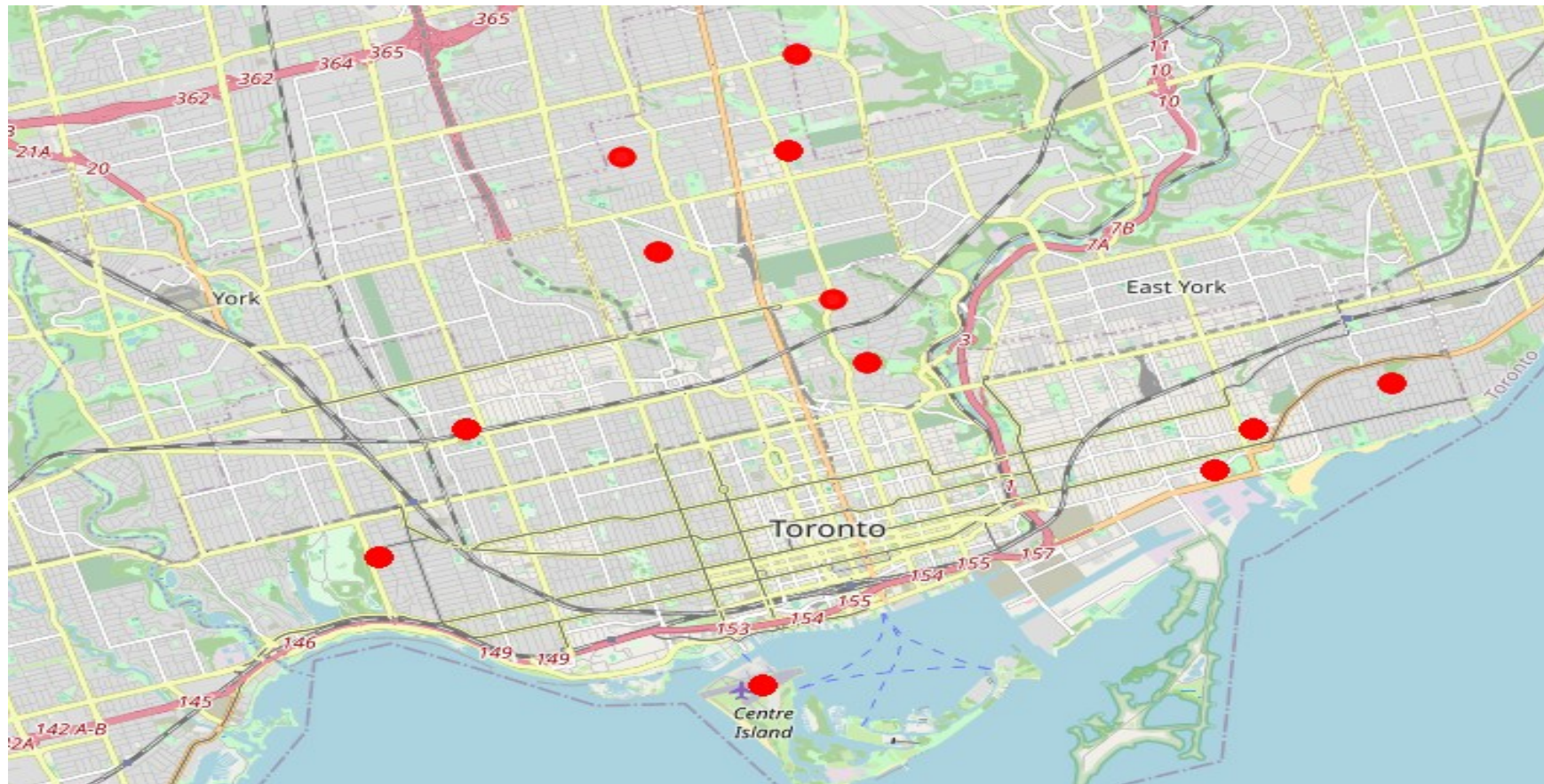
Methodology (cont.)

- ▶ Discussion on the results.
- ▶ Conclusion.

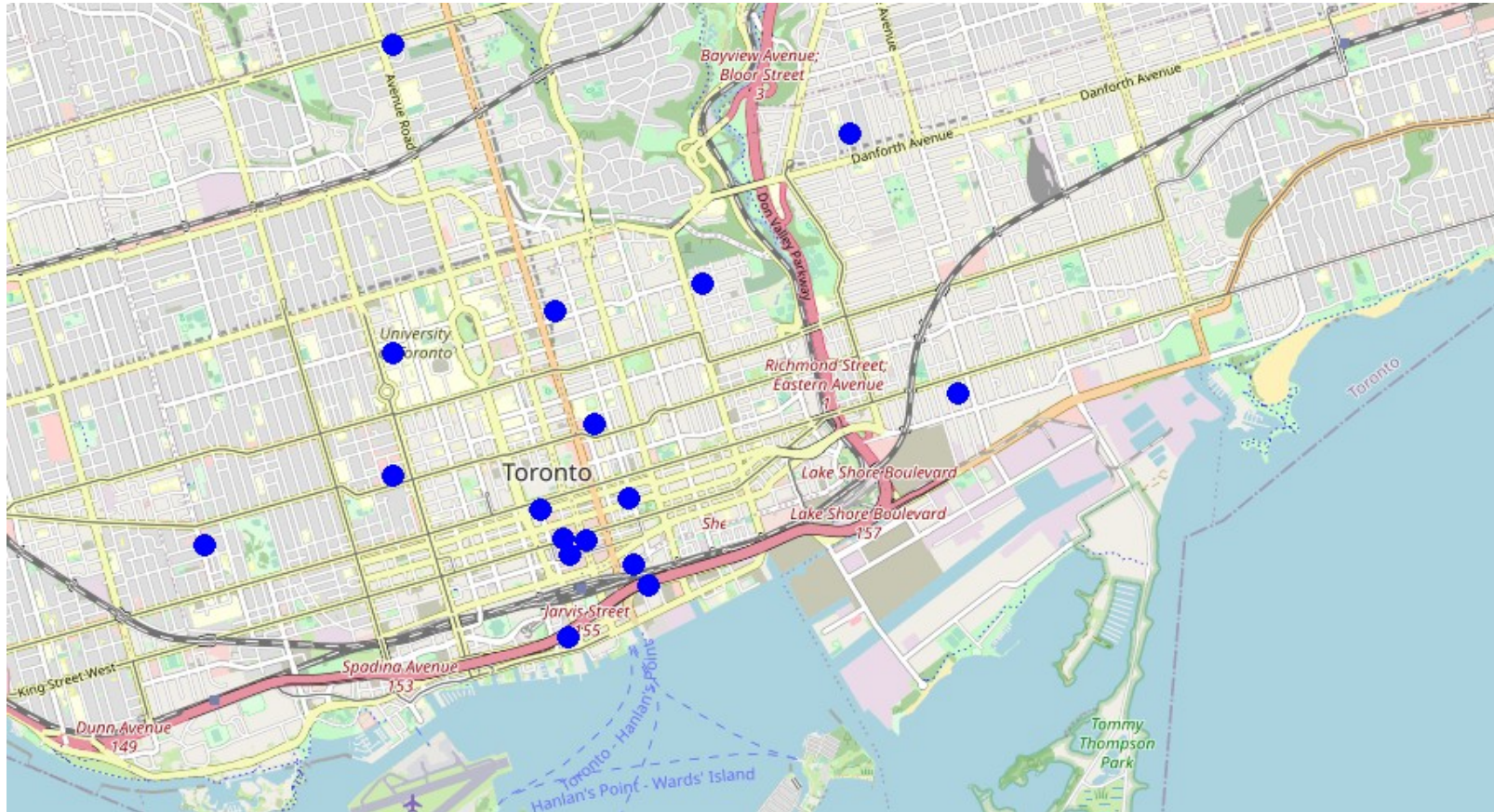
Results

- ▶ Lowest frequency of occurrence: 0.035.
- ▶ Moderate frequency of occurrence: 0.143.
- ▶ Highest frequency of occurrence: 0.241.

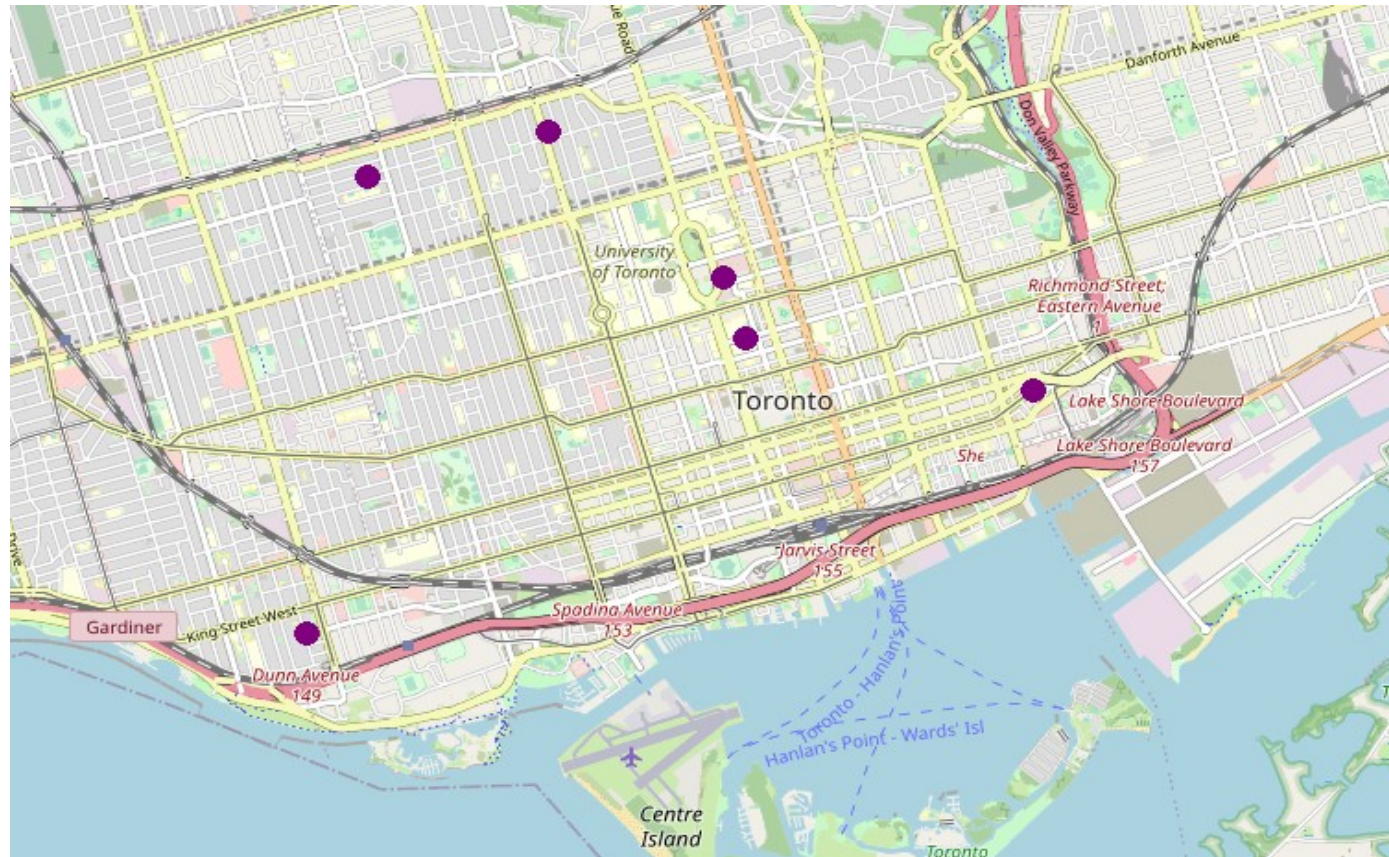
Lowest frequency of occurrence.



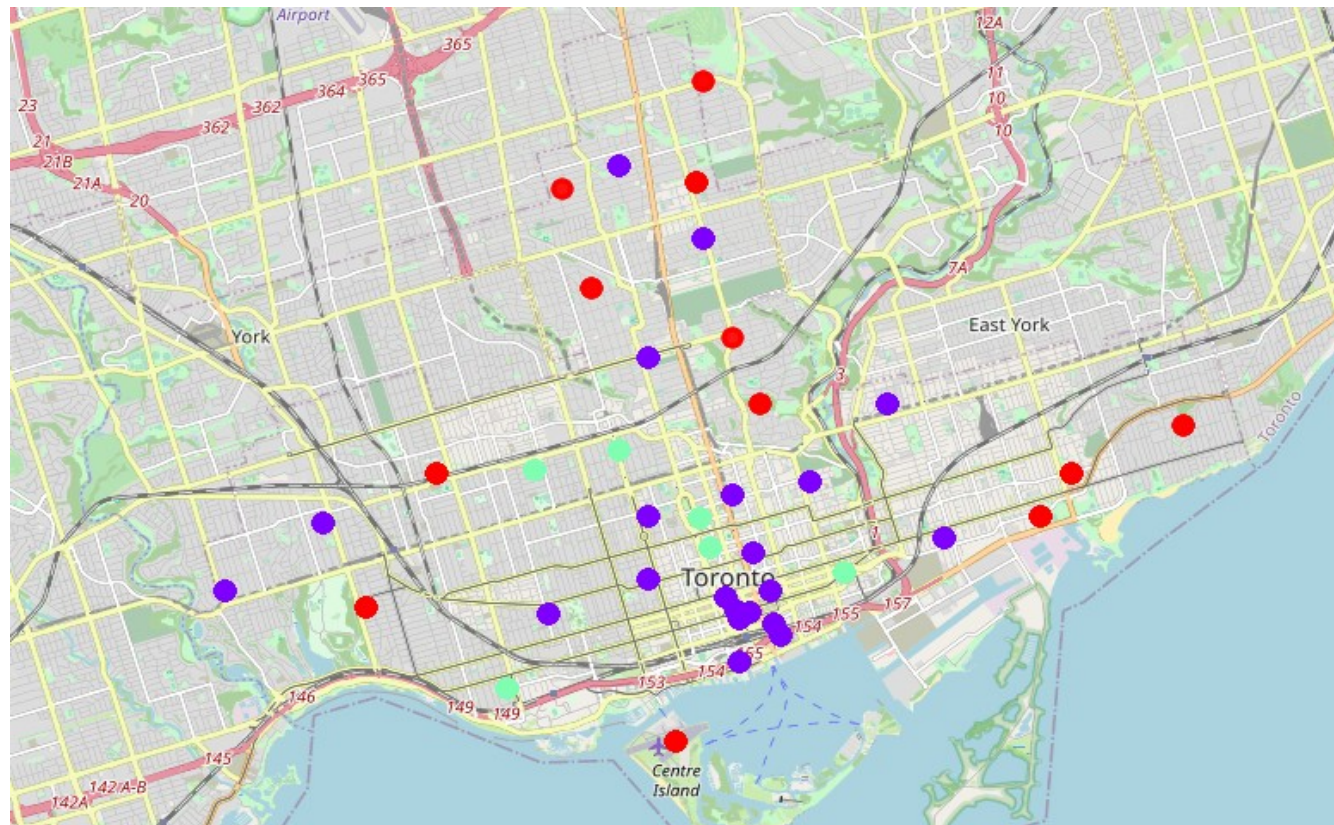
Moderate frequency of occurrence.



Moderate frequency of occurrence.



Overall map



- Lowest
- Moderate
- Highest

Discussion

- ▶ High frequency of occurrence in the central area leading to intensive competition.
- ▶ Low frequency of occurrence in the suburb area, these areas are more promising to set up the Coffee Shop Business.

Conclusion

- It's recommended to set up Coffee Shop business in the Suburbs area of Toronto (area in circle).

