Which area would be most susceptible to extend Dezod_brand?

DEZOD_BRAND

PROJECT DESCRIPTION

Dezod_brand is a collection of clothes such as: t-shirts, pants, hats etc. Dezodbrand wants to conquer other international markets so they decided to put the brand in toronto. The marketing team needs to do a field study in the Toronto area to see which city of Toronto would be best for us to launch the brand.

Part 1:
Project Description

Table of Methodology

AUDIENCE

The management team needs to do a site study to see which is the best place in Toronto that will be best to install it. and everyone who needs to analyze an area either for a product, a service or to install a service.

After data processing we have

28 Selected Features

After that we apply the Kmeans Clustering Algorithm to do the clustering and we apply formulas that can let us see which areas will be best for us to extend the brand through scores.

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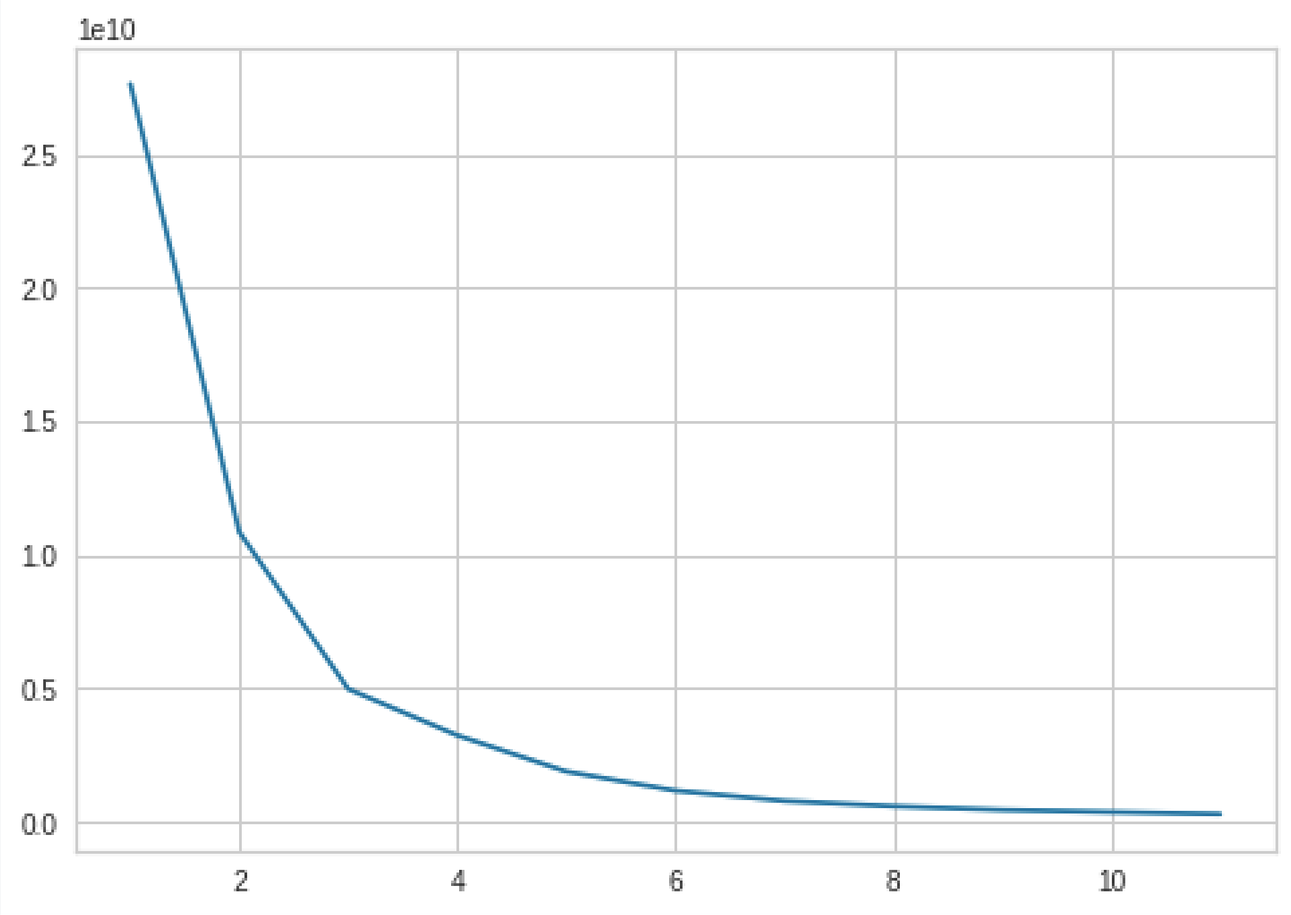
Through the Elbow Clustering chart, we see that we can group our data into three clusters



INDICES OF SCORE'S CONSTRUCTIONS

- Reverse of crimes
- Average of income
- Quantity of people 18-24 years old
- Reverse of Clothing store

$$\text{Income} = \frac{\text{Income} - \text{Min(income)}}{\text{Max(income)} - \text{Min(income)}}$$

$$\text{people} = \frac{\text{Peo} - \text{Min(People)}}{\text{Max(People)} - \text{Min(Peo)}}$$

$$\text{Crimes} = \frac{1}{\text{quantity of crime}}$$

$$\text{Stores} = \frac{1}{\text{quantity of store}}$$

indice of Scores

Implementing a more integrated system to help us achieve our goals

Access areas likely to place the Brand after scores

Capitalize on areas with the scores we have found

City of Toronto

The best area where we can Extend the brand for success

Mount olive silverstone-jamestown

2.445660

west hil

2.388985

Malvern

2.281039

Scarborough village

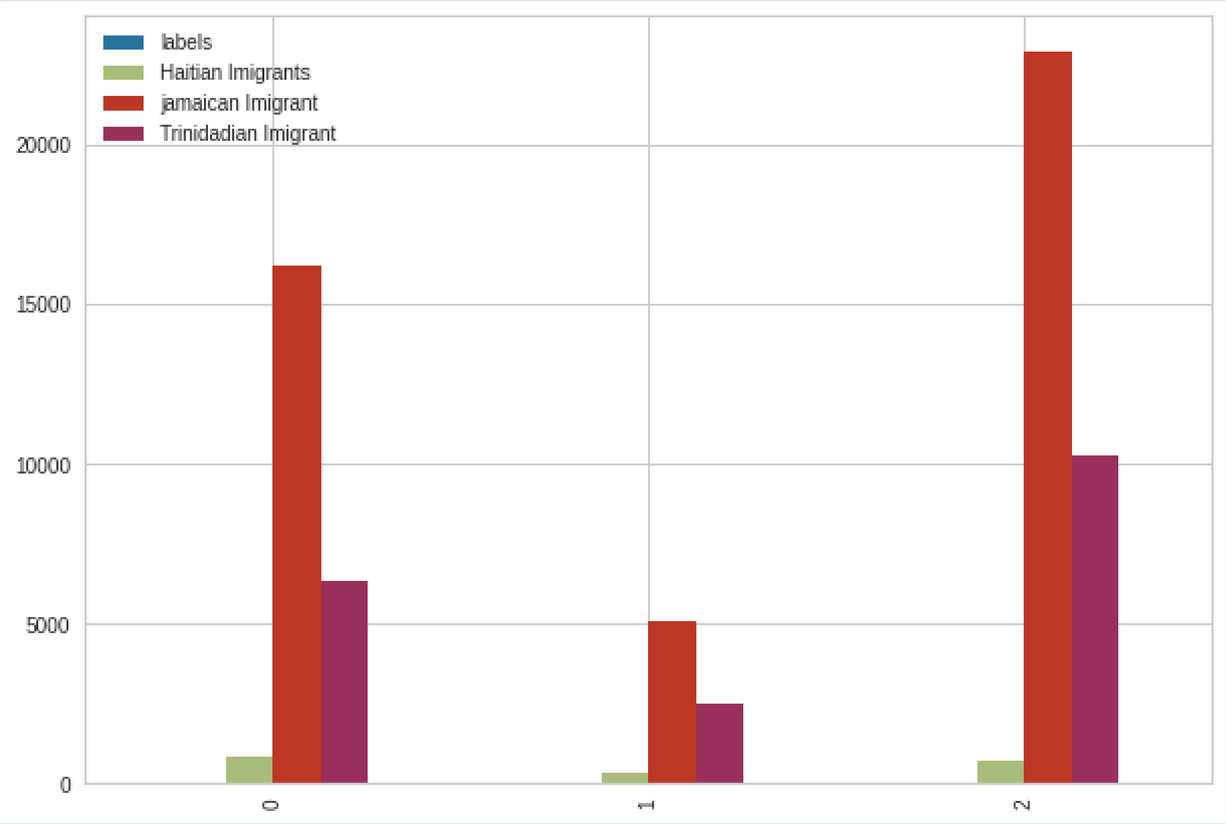
2.266917

waterfront communities-the island

2.103456

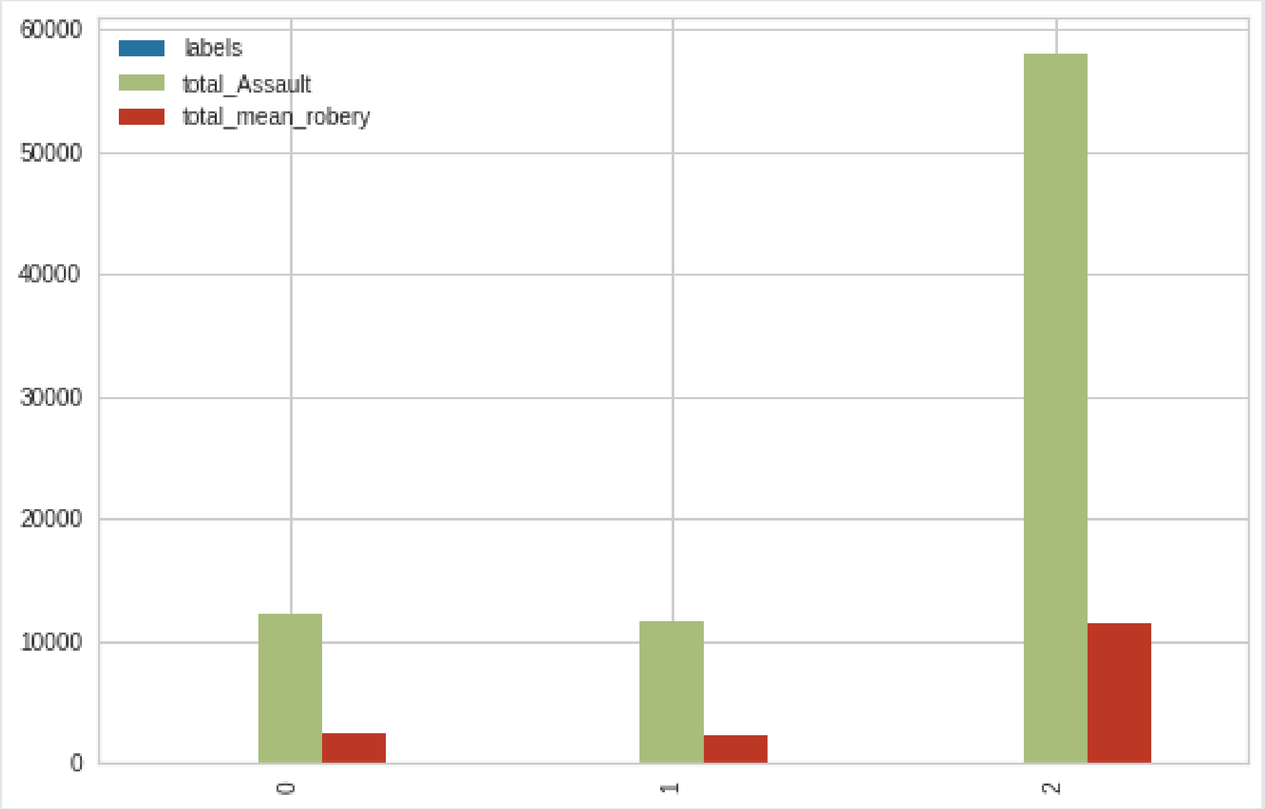
Sum Venues By Cluster

Here the chart that show us the sum of the venues of the population ,through out our chart we can see that the third cluster has the best rate .



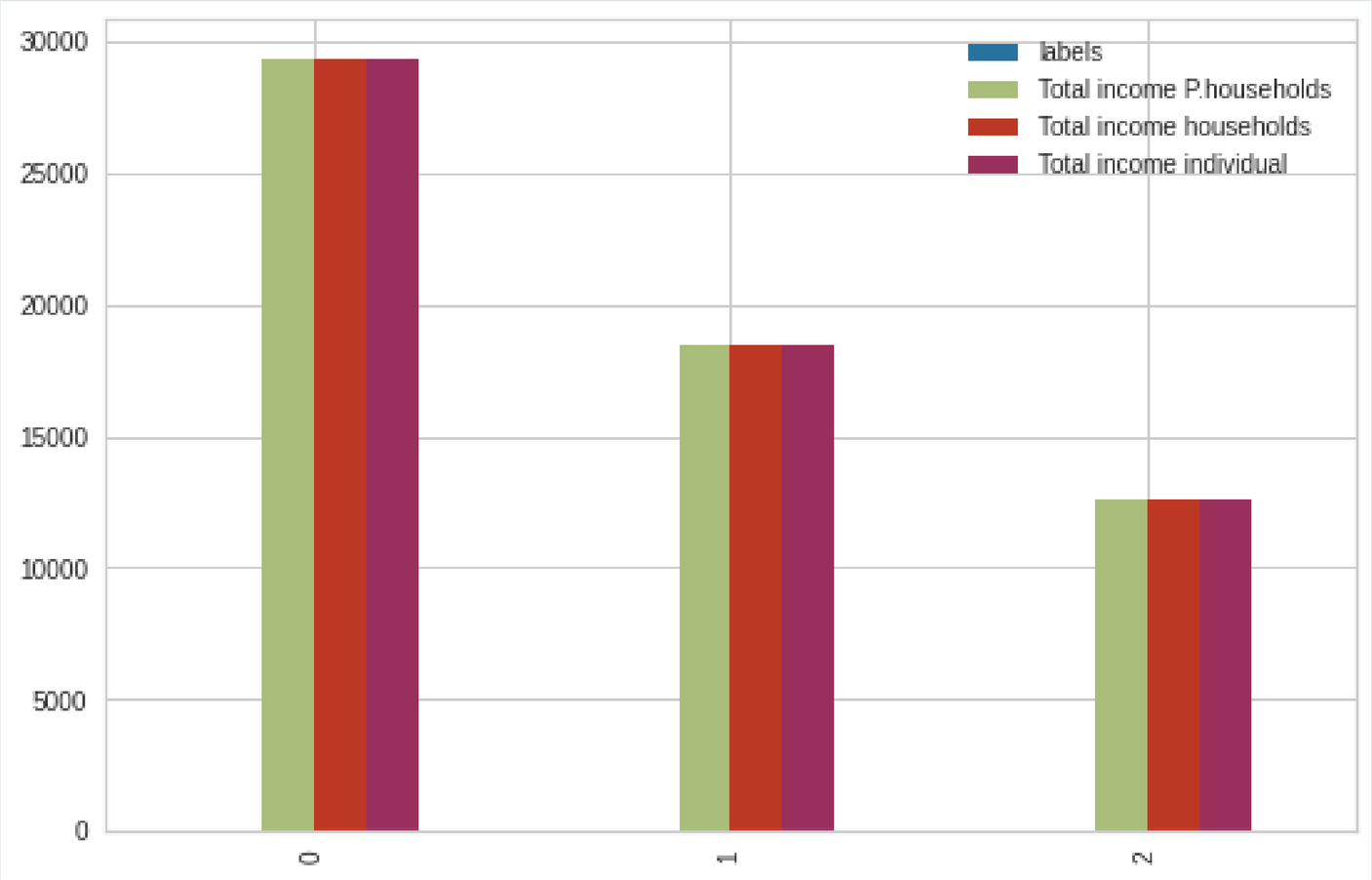
Total asault and robery By Cluster

Here the chart that show us the Total assault & robery of the population, the ratio of assault is 10778.800971 and the robbery ratio is 1955.913922 so the third cluster has the best rate



Average Income By Cluster

Here the chart that show us the average of the income's population , we can see the best rate is the First Cluster.



OUR RECOMMENDATIONS AND CONCLUSIONS

we are supposed to select the first three cities because through our study, we find that they have the best score

Create a marketing campaign that will make people in the area know about the brand

I encourage you to extend the brand into North America and do the same field study to see where we can best place it.

Part 10:
recommendations

REFERENCE & APENDICES

Neighbourhoods crime rates

https://data.torontopolice.on.ca/datasets/neighbourhood-crime-rates-2020-1/explore?showTable=true

Shooting and Firearm Discharges

https://data.torontopolice.on.ca/datasets/shootings-and-firearm-discharges/explore?showTable=true

Profile dataset

https://www.toronto.ca/city-government/data-research-maps/neighbourhoods-communities/neighbourhood-profiles/

Matteucci Cyril

Thank you!