

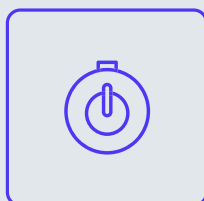
**Which area would be most  
susceptible to extend  
Dezod\_brand?**

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



**Part 1:**  
Problem statement



**Part 3:**  
Data Preprocessing



**Part 2:**  
Data Collection



**Part 4:**  
Summary



**Part 5:**  
Visualization

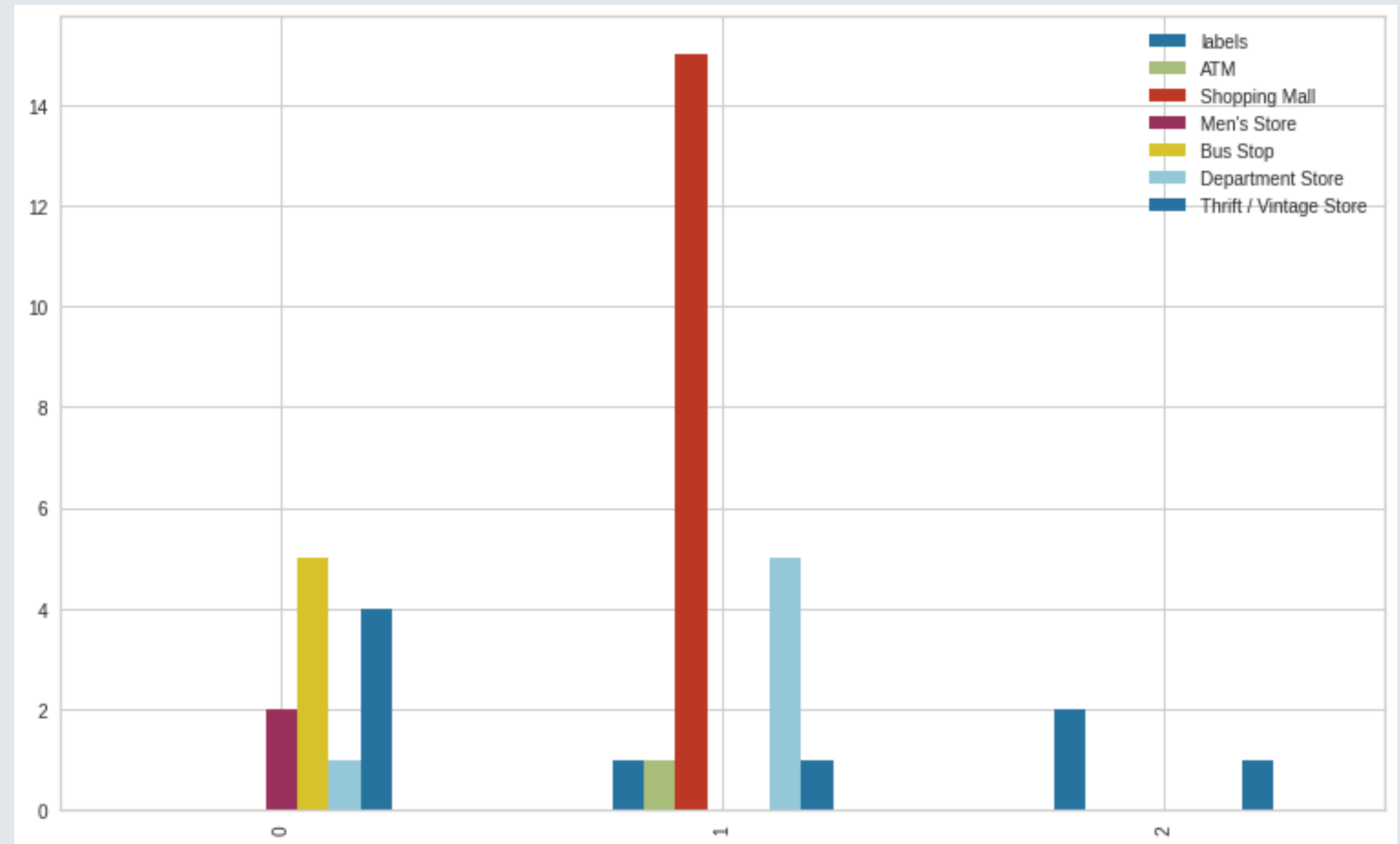


**Part 6:**  
Result



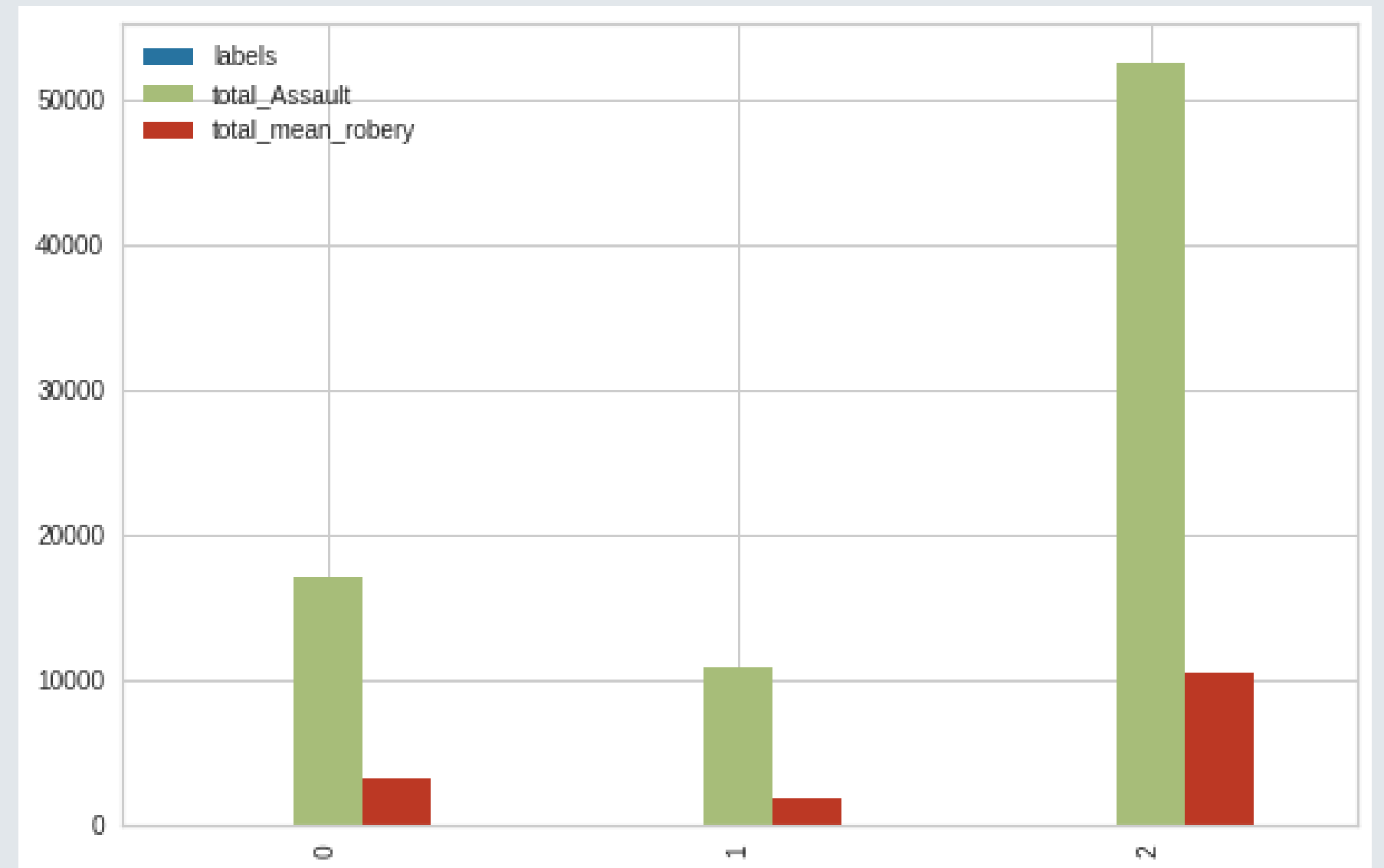
## Sum Venues By Cluster

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 .



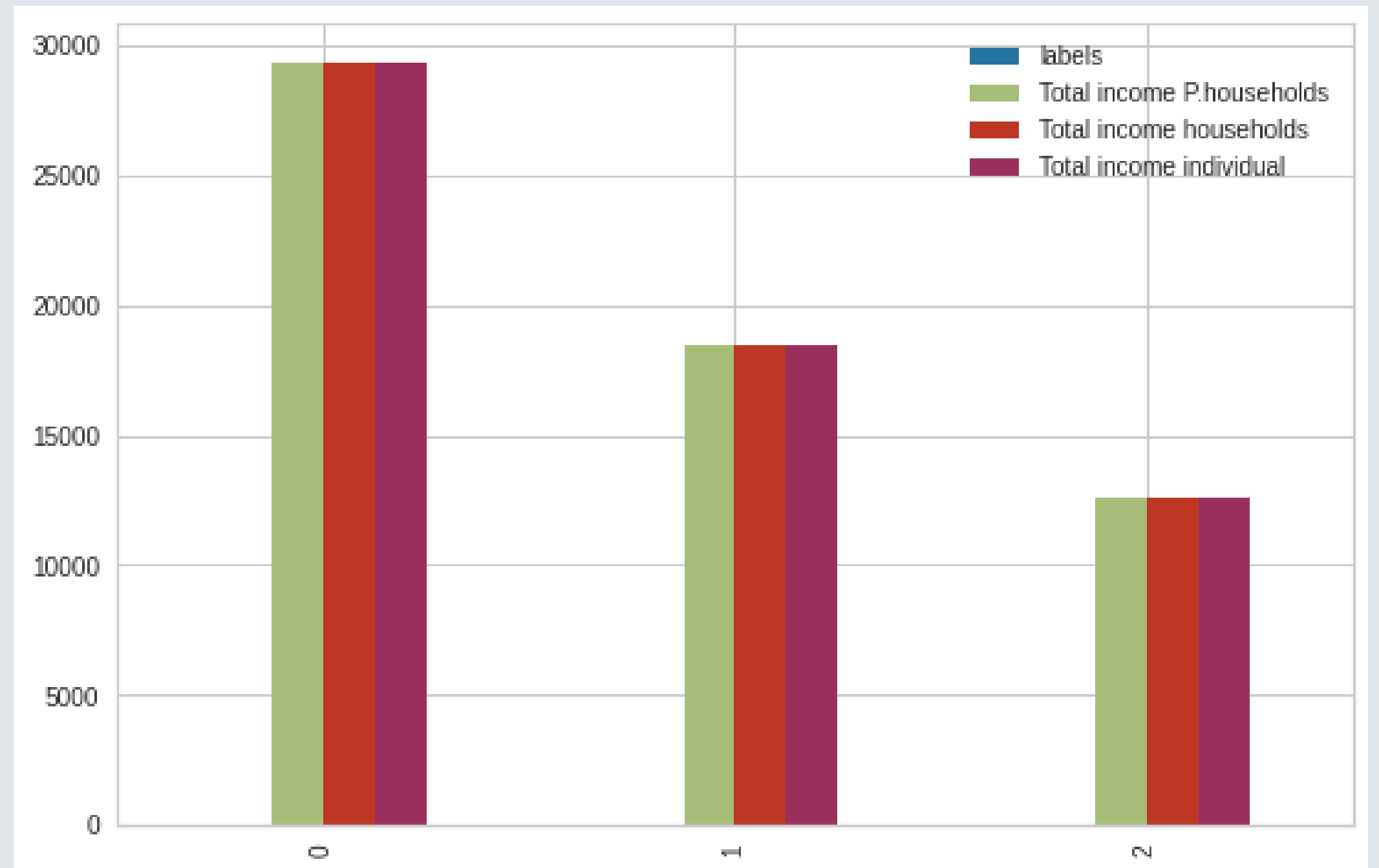
## Total assault and robbery By Cluster

Here the chart that show us the Total assault & robbery of the population, the ratio of assault is 10778.800971 and the robbery ratio is 1955.913922 so the second 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.



## 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.





## 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/>



## OUR RECOMMENDATIONS AND CONCLUSIONS

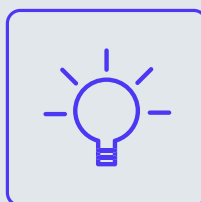
Avoid areas with  
high crime rates and  
assault



Select the most  
frequented and  
least competitive  
areas



Select areas where  
total incomes are  
high and have a  
very high youth  
population



**Part 10:**  
recommendations

# Matteucci Cyril

**Thank you!**