# Which area would be most susceptible to extend Dezodbrand?

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Project Description

Dezodbrand 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.

Problem

Dezod\_brand is a Haitian brand that values ​​Haiti through some of its products. With the idea of ​​having another audience and of promoting Haiti through its products, they decided to extend the brand in Toronto.not only do they want to gain more visibility but it will be an economic advantage as well. This problem affects the management team because they have the idea but do not know how to proceed to achieve the goal.

. In order to carry out this project, we are conducting research where we find data on crime areas, the prices of available housing and the competitors they may have. Through our research, we get exactly the data we need to complete the project.

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.

This study project is very interesting because it will make it possible to find solutions that could allow the brand not to close its doors definitively and make it easier for it to find the best place to settle in Toronto. personally, the success of this project will allow me to take a step forward in my career. Can insecurity in an area be a sign that a business is failing?

This article will contain the following steps that are necessary for any Data Science project:

1. Problem statement
2. Data Collection
3. Data Preprocessing
4. Machine Learning
5. Visualization
6. Result

Our goal for this project is to get the right information that I need, to understand the data so that we can do a good analysis, and so that we can come up with good solutions that will allow us to see exactly where it will be. best to place the mark.

REFERENCE

* 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/