Introduction

Coffee is one of the most widely consumed beverages in the world. Its comforting taste and caffein boost are what people have come to rely on. This is especially true in Canada, as Canadians are said to be on of the world's largest coffee consumers. A survey found that almost three quarters of Canadians have consumed coffee in the last day. Like many Canadians, our client is a coffee lover and is looking to open their own gourmet coffee shop. Our client is looking to open his coffee shop in Toronto, as it is Canada's most populous city. Toronto is also an international center of business, culture, and the arts and is one of the most multicultural cities in the world. The ideal location for this new business would be an area with minimal competition and close to the city center.

The goal of this project is to find the ideal location to open a coffee shop in Toronto. We will do this by obtaining a list of neighbourhoods in the greater Toronto region. We will look at venues in each neighbourhood and use data science to find the concentration of coffee shops in each neighbourhood. Lastly, we will use the results from our analysis to recommend the best area to open a new coffee shop.