Opening a Café in Toronto

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Introduction

In the following presentation we will discuss the opportunities available to open a café in Toronto area.

Cafés have always been number one choice to entrepreneurs who would like to enter the business work; since

- coffee being a popular seller always.
- Location required usually smaller than restaurants
- Café tend to expand and become chain, example: Tim Horton's.

Target Audience

- New entrepreneurs

- Local business owners

- Already existing café owners who are looking to expand

- Government looking to improve area to provide more services to resident

Data

The data will be used in order to obtain such information will be

- From Wikipedia
  - Toronto Postal Code List
  - Population, size and other demographical information for the city
- Geographical coordinates of Toronto neighborhood

Using the data above we are trying to see how many café in relation to the above information.

Data Cleaning

- The data will go under cleaning and merging to obtain the required information using the following:
  - Python
  - K-means clustering
  - Foursquare API
  - Data Frame [Panda]

Data Cleaning

The files pulled from the various sources had to go under couple of changes for example:

- unassigned borough were excluded
- Combines multiple neighborhoods that fall under one postal code into one entry
- Unassigned neighborhoods to be assigned borough value

We have combined data from postal code and geographical information of the neighborhood to be able to locate them on the map

*Please refer to the Jupiter file to see the data and the new data frames created (Week 1-3)

Data Analysis

Using the data obtained the following table displays Cafés in various locations around Toronto area
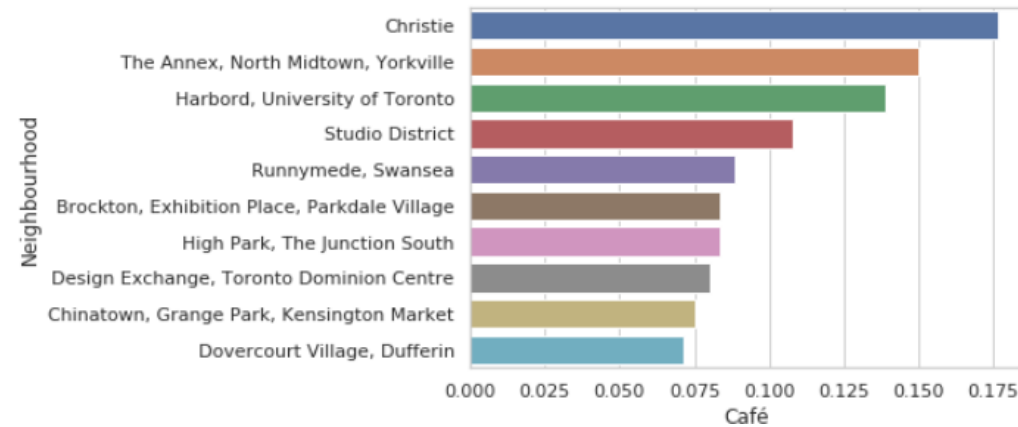
[44]:

	Neighbourhood	Café
0	Adelaide, King, Richmond	0.050000
1	Berczy Park	0.035088
2	Brockton, Exhibition Place, Parkdale Village	0.083333
3	Business Reply Mail Processing Centre 969 Eastern	0.000000
4	CN Tower, Bathurst Quay, Island airport, Harbo...	0.000000
5	Cabbagetown, St. James Town	0.043478
6	Central Bay Street	0.037975
7	Chinatown, Grange Park, Kensington Market	0.075269
8	Christie	0.176471
9	Church and Wellesley	0.023529

Data Analysis

The following table show the different area where least cafés are open

- Dufferin No café

- Christie (Financial district in Toronto) has most cafes

Data Analysis

The following data shows different neighborhoods in Toronto with their income, population, and density information in relative to cafés
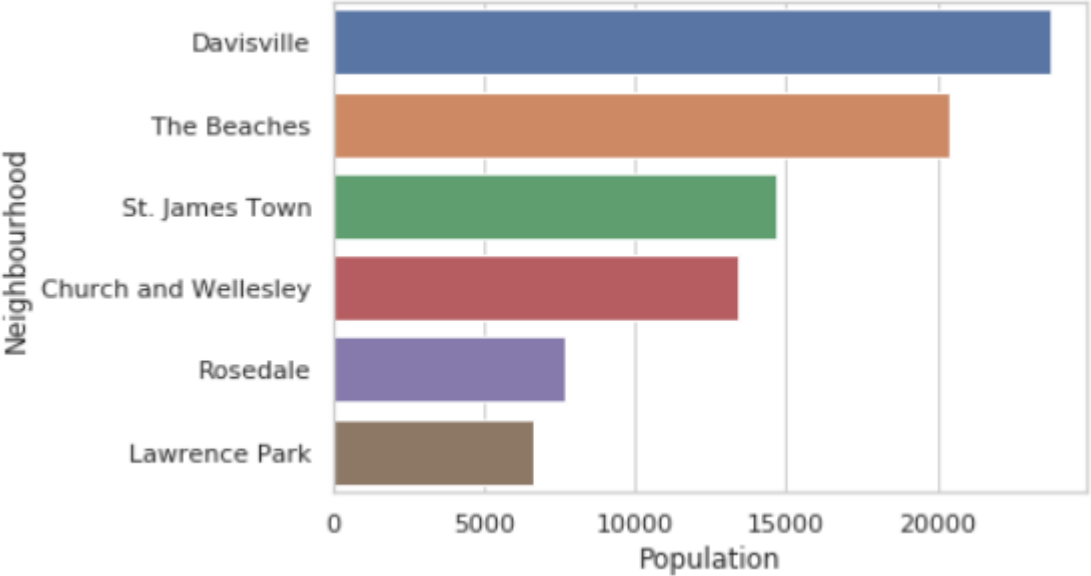
We noticed Lawrence Park and Rosedale has not cafés list which their population is relatively high

[52]:

	Neighbourhood	Population	Density (people/km2)	Average Income	Café
0	Church and Wellesley	13397	24358	37653	0.023529
1	Davisville	23727	7556	55735	0.062500
2	Lawrence Park	6653	1828	214110	0.000000
3	Rosedale	7672	2821	213941	0.000000
4	St. James Town	14666	63765	22341	0.060000

Data Analysis

The following table shows different neighborhood and population information to help us in our analysis.

Data Modeling

[56]:

	Cluster Label	Neighbourhood	Population	Density (people/km2)	Average Income	Café	Postcode	Borough	Latitude	Longitude
0	3	Church and Wellesley	13397	24358	37653	0.023529	M4Y	Downtown Toronto	43.665860	-79.383160
1	2	Davisville	23727	7556	55735	0.062500	M4S	Central Toronto	43.704324	-79.388790
2	1	Lawrence Park	6653	1828	214110	0.000000	M4N	Central Toronto	43.728020	-79.388790
3	1	Rosedale	7672	2821	213941	0.000000	M4W	Downtown Toronto	43.679563	-79.377529
4	0	St. James Town	14666	63765	22341	0.060000	M5C	Downtown Toronto	43.651494	-79.375418

Conclusion

From the above we conclude that:

The beaches: has most population and no café currently open has it would be the optimal location for new business to open there. Knowing that the 'The Beaches' is very popular area between young crowd where they gather, and many concerts and events usually are held in the summer

Lawrence Park and Rosedale: would be the second optimal locations to open a café due to their population and income information and now café currently are there.