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# Introduction

## Backgroud

Toronto is one of the most desirable place to live in Canada. The strong economy based on modern infrastructures and remarkable research centres and the proximity with many nature facilities attracts many young couples that want to build in the city the roots for their families.

*ChildrenAtHome* is a start-up with base in Toronto that organizes activities for children and teenagers and provides services such as baby-sitting and homework tutoring. The major pillars of the company are:

* A child who can stay in his own house is much more relaxed, therefore babysitters and tutors are sent directly to the clients’ homes

Parents sometimes have uninspected needs and it is difficult for them to organize how to look after their children. That is why *ChildrenAtHome* assures to offer solutions with just 60 minutes notice.

## Business Problem

*ChildrenAtHome* plans to open a new office in Toronto but is not sure in which area of the city.

The aim is to settle in an area where many potential clients live, in order to let the tutors easily reach them and fulfil the “one hour notice”.

# Data

We suppose that many families with children live in the nearby of elementary and high schools.

Therefore, using Foursquare location data, we will retrieve the information about elementary and high schools in Toronto.

For the geographical coordinates of the neighbourhoods of Toronto we will use:

* the following Wikipedia table, containing the postal codes of Toronto: <https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M>
* the following database offered by Coursera, containing the geospatial information of Toronto: <http://cocl.us/Geospatial_data>.

We will cluster Toronto neighbourhoods accordingly to the concentration of schools.

We will suggest *ChildrenAtHome* to settle the new office in the neighbourhoods where there is a higher concentration of schools.