A DEMOGRAPHIC STUDY OF DOWNTOWN TORONTO

OVERVIEW

Toronto is the most important city in Canada (in economic terms), the most populated and rich in ethnic diversity with around 49% of its inhabitants not being born in Canada.

The aim of the following report is to try and better understand people in downtown Toronto based on their preferences.

DATA SOURCE

FOURSQUARE is the main source of data for this research.

The information from Foursquare are venues where Foursquare users check in on a daily basis.

DOWNTOWN TORONTO

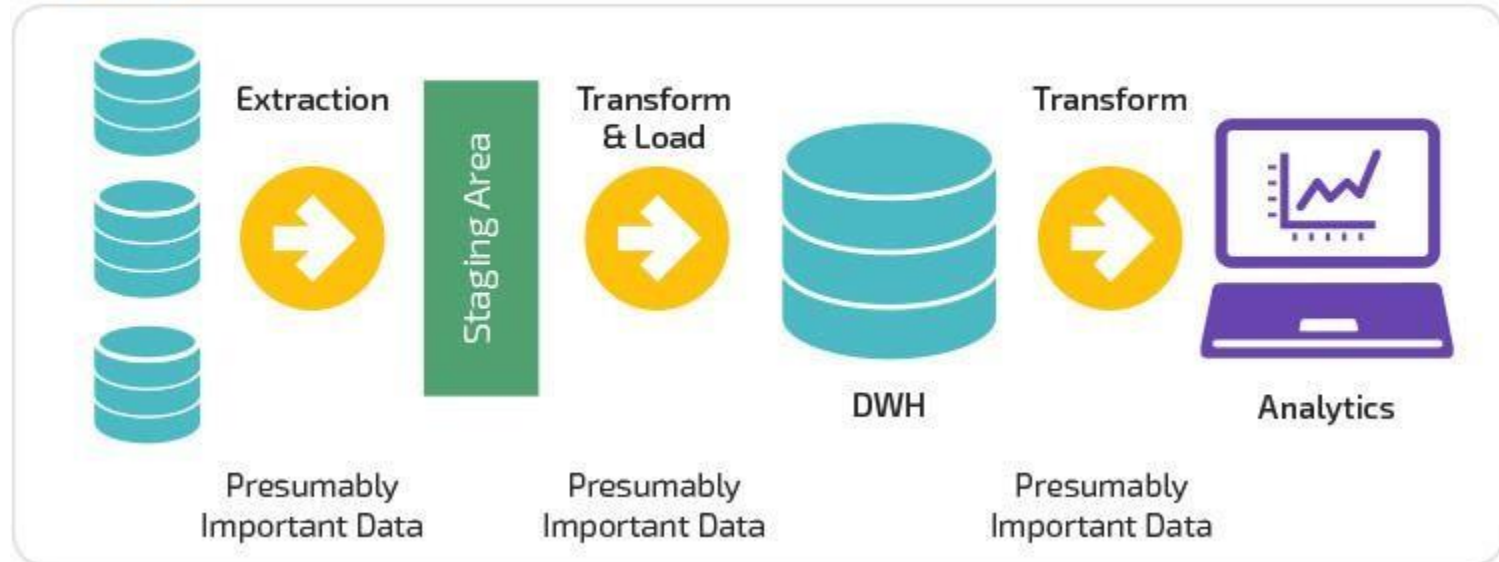There are 3 reason why I personally chose downtown Toronto for this analysis:

1. Size of area when comparing all of Toronto
2. Economical importance for the city
3. Daily flow of people
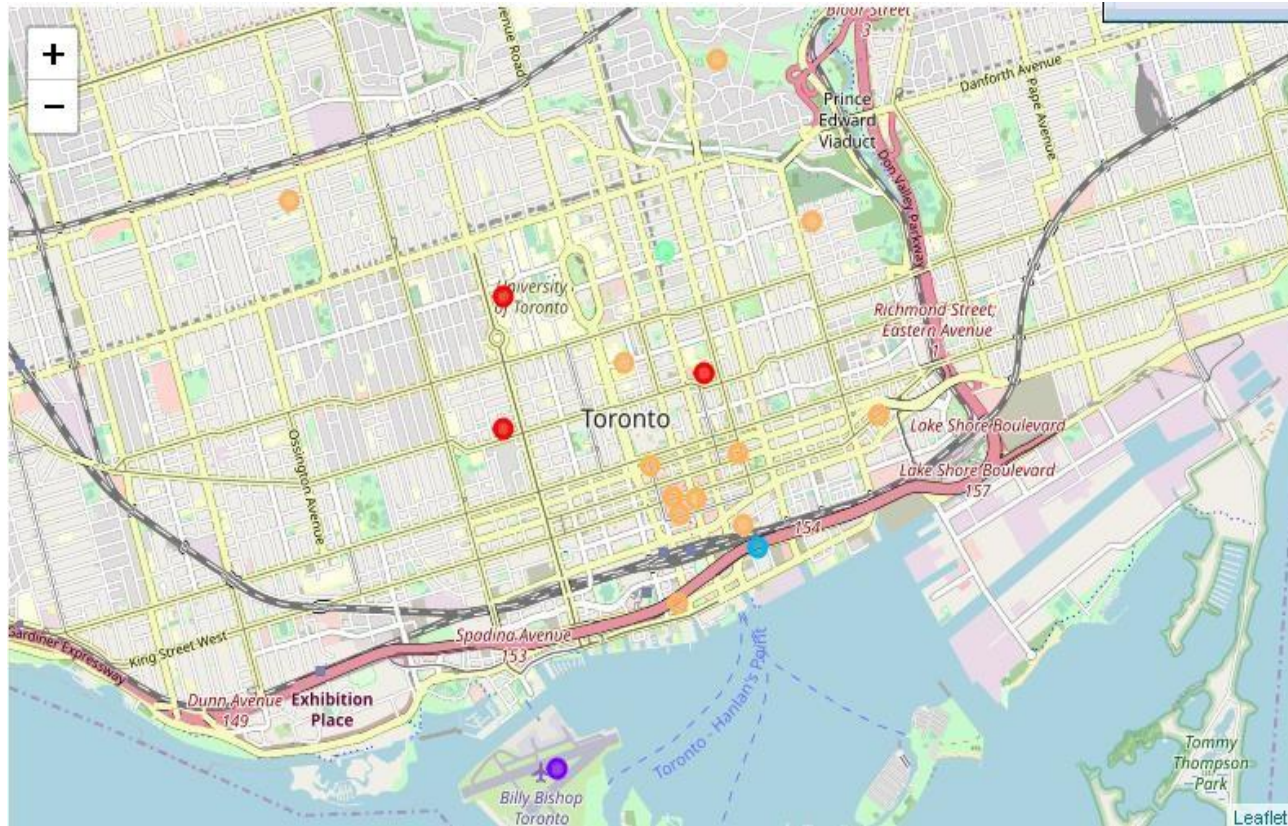4. Personal "love" for the area as I used to live there.

METHODOLOGY*

The methodology was basically that of ETL, extract, transform and load*.

DOWNTOWN TORONTO ANALYSIS PER CLUSTER

CLUSTER 0 (RED DOTS)

Second largest cluster mostly restaurants. People who constantly use foursquare in the area are usually doing it for eating purposes with different kinds of restaurants (ethnically rich).

CLUSTER 1 (PURPLE DOT)

Nothing major to note besides the fact that, by the nature of the place, people who use foursquare here are tagging themselves on airport services or boat/ferry to go into the island.

Demographically, there is not much to say besides that people who are here simply have the need to travel a lot or like to travel.

CLUSTER 2 (BLUE DOT)

Another neighborhood/borough mostly for eating, just as cluster 0, it would safe to say that nightlife in the area is quite active.

CLUSTER 3 (LIGHT GREEN DOT)

There is an interesting demographic aspect that can be noted from this cluster. It is the only one bringing gay bars in their top 10 most visited venues; it is safe to say that this is the "gay village" in downtown Toronto with also a lot of restaurant activity.

CLUSTER 4 (BLUE DOT)

The final and largest cluster of downtown Toronto and possibly the one we can make the most of in terms of demographic data.

- In most neighborhoods the most visited venue is a Coffee shop followed by Cafes
- Most hotels in downtown Toronto seem to be in this area
- All activity is mostly related to food and drinks (Coffee and restaurants), hotels and spirits drinking.

CONCLUSION

The most significant actionable insight that was gathered from the analysis is the amount of Cafes people in downtown Toronto go to.

It also gave each cluster or area a kind of specific theme:

- Cluster 0: Restaurants
- Cluster 1: Airport services
- Cluster 2: Restaurants
- Cluster 3:Restaurants/Gay neighborhood
- Cluster 4: Cafes (all over) & Hotels