# Introduction

## Background

Supreme/Successful/Smart/Swag Intelligent/Ingenuity/Iffy Craft/Crafty/Candy/Canines and Kitties (SICK Co.) is expanding its company footprint. As the world’s fastest growing manufacturer of doohickeys, thingamabobs, and (most importantly!) shrubberies, it is extremely important for SICK Co to establish a corporate location in the Toronto area.

## Problem

As a consultant to SICK Co, our objective is to identify the best location for SICK Co. to expand within the Toronto metropolitan area. This is critical to the success of SICK Co. As such, an SICK Co. created an Expansion Committee (EC) solely for the purpose of spearheading the proper selection of the site locale.

Per instruction of the EC, areas for expansion would be based on the types of venues (e.g, shops, entertainment centers, and various other points of interest). In addition, the EC devised a point system for based on the type of venue. Venue score, as well as the prevalence of crime in the area, will play a material part in the final decision on where to add the new site.

# Data

where you describe the data that will be used to solve the problem and the source of the data.

## Data Sources

The data sources used for this analysis came from a variety of websitesthe following websites:

* FourSquare Places API (<https://developer.foursquare.com/docs/api>)
* Wikipedia List of Postal Codes (<https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M>)
* Toronto Police Service Public Safety Data Portal (<http://data.torontopolice.on.ca/datasets/mci-2014-to-2018/geoservice>)

Data Extraction

Methodology

section which represents the main component of the report where you discuss and describe any exploratory data analysis that you did, any inferential statistical testing that you performed, if any, and what machine learnings were used and why.

Results

section where you discuss the results.

Discussion

section where you discuss any observations you noted and any recommendations you can make based on the results.

Conclusion

section where you conclude the report.