Applied Capstone

The Battle of the Neighborhoods

Business Problem / Background

Toronto is the largest city in Canada, it is also the financial and commercial center of the country. This in turn generates a lot of opportunity for many different market players due its attractiveness and rapid growth environment.

However, this also means it is a highly competitive market, and the cost of doing business in the city is also one of the highest in the country. Therefore, any new business venture or any expansion needs to be well planned and strategically targeted so that the investment is sustainable as well as to avoid any unnecessary risk, with a crafty return on investment.

Description

AnyWords an online bookshop needs to review and resolve this problematic as part of their strategy to open their first physical bookshop in the City. They will need to decide on their first starting location carefully and more importantly, and if they succeed, they will be able to replicate the same strategy rapidly. This is a critical step for AnyWords and thereby the choice of location is of great importance.

Target Audience

To answer this problem, the company as requested the help of a data scientist in order to come up with an implementable strategy for them. The goal will be to recommend to the shareholders which location is the most viable choice to open their first physical shop. The shareholders also expect to understand the reasoning of the recommendation in the report.