



# FOOD TRUCK EXPANSION LOCATION

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TORONTO

# PROBLEM STATEMENT

Identify the best Toronto neighborhood for a successful Food Truck vendor in the Downsview, Toronto neighborhood to expand business by staging a second truck in another city neighborhood.





# ANALYSIS

Grouped all 102 Toronto neighborhoods by postal codes, and then compared Top 10 Venues per postal code.

**Evaluated** the Top 10 venues across all neighborhoods by a **knn clustering algorithm** to **identify groups and themes**.

Identified neighborhood cluster with **highest commonality of Food Trucks (Downsview)**.



# APPROACH

In **Downsview**, where “**Food Truck**” as a category from Four Square API data is the **second most common category**, the **first most common category** is “**Baseball Field**.”

Research indicates that food truck location is critical to success, and locations such as sports venues are commonly profitable.

Knn cluster results identify two postal codes in Toronto where the **first most common category** is “**Baseball Field**,” yet the “Food Truck” category is not listed in the Top 10 Venues listing, identifying market opportunity for expansion.



# CLUSTER ANALYSIS RESULTS IDENTIFY VERY SIMILAR POSTAL CODE TO DOWNSVIEW

	Neighborhood	Longitude	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
5	HUMBERLEA, EMERY	-79.532242	5.0	Baseball Field	Furniture / Home Store	Women's Store	Dim Sum Restaurant	Diner	Discount Store	Distribution Center	Dog Run	Doner Restaurant	Donut Shop
11	OLD MILL SOUTH, KING'S MILL PARK, SUNNYLEA, HU...	-79.498509	5.0	Baseball Field	Construction & Landscaping	Women's Store	Diner	Discount Store	Distribution Center	Dog Run	Doner Restaurant	Donut Shop	Drugstore
70	DOWNSVIEW	-79.495697	5.0	Baseball Field	Food Truck	Women's Store	Diner	Discount Store	Distribution Center	Dog Run	Doner Restaurant	Donut Shop	Dessert Shop



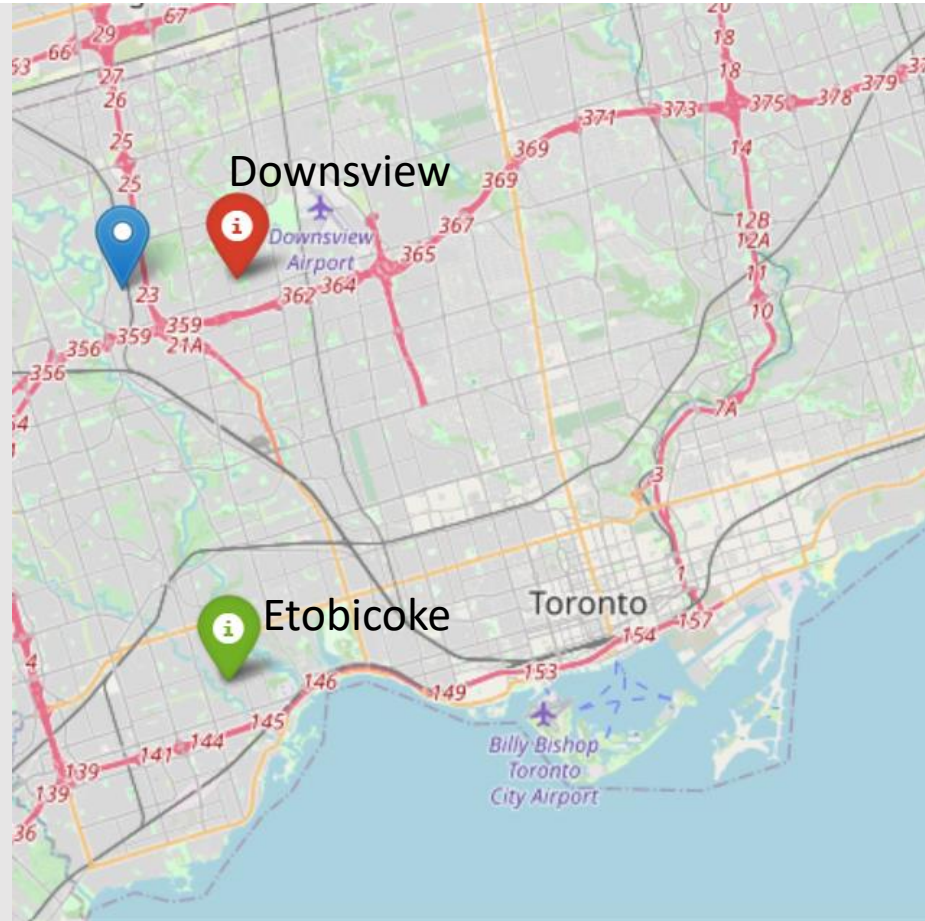
# EVALUATING RESULTS



## ETOBICOKE

Postal code neighborhoods covered by M8Y (OLD MILL SOUTH, KING'S MILL PARK, SUNNYLEA, HUMBER BAY, MIMICO NORTHEAST, QUEENSWAY EAST, ROYAL YORK SOUTHEAST, KINGWAY PARK SOUTHEAST) in the Etobicoke Borough of Toronto feature “Baseball Field” as the first most common venue.

**This location appears to have the highest potential for new market expansion.**



## NORTH YORK

Postal code neighborhoods covered by M9M (HUMBERLEA, EMERY) also feature “Baseball field” as the first most common venue.

Comparing the locations on the map, it's clear that **this location is closest to the current location and therefore less likely to be profitable for expansion**, given the high number of Food Trucks nearby (“Food Truck Central”).

# RECOMMENDATION

The top Etibicoke Borough in Toronto for Food Truck expansion are the neighborhoods near baseball fields in postal code M8Y

