Introduction: Business Problem

Toronto is the most important and populous city in Canada. It is very diverse and serves as the financial capital of Canada. The city is a center for trade, finance, governmental services, finance, arts, real estate and media in the Canada. The owners of a very popular restaurant chain in the United States want to expand their chain to Canada and would like to open some diners in Toronto to begin their Canadian operations.

Toronto is the fourth largest in North America with more than 2.9 million inhabitants and a metropolitan area population of 5.93 million. It's made up of more than a hundred neighborhoods with different characteristics. Marketing consultants has determined that we must pay special attention to entertainment services, because they are considered attractive to potential customers.

The project will consist of obtaining information of the neighborhoods and make recommendations about best places to start the deli/bodega chain expansion.

Data

Required data will be sourced from:

- Toronto information, including boroughs, postal codes and neighborhoods, can be obtained from Toronto (https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
  - In order to make recommendations about where to situate the delis, Toronto segmentation will be made based on different neighborhoods.
  - Full list of neighborhoods can be obtained from Wikipedia Toronto information, but only their names will be used. They must be geolocated in order to use Foursquare services for obtaining venues.
- For geolocation of neighborhoods Python geocoder will be used.
  - Every neighborhood obtained will be geolocated using python geocoder package, using neighborhood name plus city and country.
  - Geocoder returns longitude and latitude information for every neighborhood center, then it will be used as main Foursquare input.
- In order to obtain venues and their categories FOURSQUARE (https://foursquare.com/) will be used.
  - Using services provided by Foursquare one can obtain venues for every neighborhood. Such services require as input geo-localization, it means the latitude and longitude obtained in previously described step.