

Coursera Capstone

Opening a new yoga studio

Temí Olatunjí

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Introduction

Toronto and New York City are 2 of the most popular cities on the east coast of North America. Toronto is the capital of the province of Ontario. It's a bustling metropolis with green lands, busy people, and skyscrapers. The most notable of all being the CN Tower. Toronto also has many parks such as the Queen's Park which is a 400-acre High Park. New York City is a densely populated city consisting of 5 boroughs. Iconic sites from New York include the Empire State Building, Broadway theater, and the serene Central Park.

Business Problem

Both Toronto and New York City are densely populated cities filled with different shops, parks, and main attractions. When someone wants to open up a new business venue it's important to find the city with the least amount of shops for that specific business. A client reached out to me and is interested in opening a yoga studio and wants to find the city with the least amount of yoga studios so he doesn't have that much competition.

Data

The first set of data that will be used has been collected and scraped from a Wikipedia data table titled "List of postal codes of Canada: M" and the data was assigned to a data frame. The information includes venues, postal codes, neighborhoods, boroughs, longitudes and latitudes of cities in Toronto within the province of Ontario. The second set of data that will be collected from Foursquare API. The data

will include venues, neighborhoods, boroughs, longitudes and latitudes using New York City.

The data will be used to compare the number of yoga venues in New York City and Toronto within 500 meters. The data will allow us to select the city with the least amount of yoga studio venues.

Sources and extraction

Data from “List of postal codes of Canada: M” will be scrapped using Beautiful Soup library. Data will be assigned to a data frame and cleaned. Longitude and Latitude coordinates will be extracted from Geospatial_Coordinates.csv and merged with the List of postal codes of Canada: M. Foursquare API will be used to confirm longitude and latitude of the coordinates in the data frame. New York City data will be collected from Foursquare API.

Cited

https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M