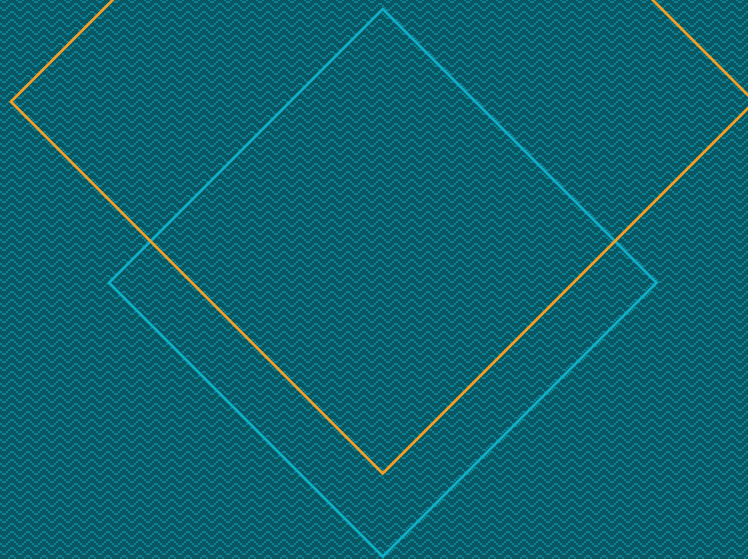


# Capstone Project

The Battle of Neighborhoods (Week 2)

Final Presentation



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- Introduction: Business Problem
  - Data
  - Methodology
  - Analysis
  - Results and Discussion
  - Conclusion

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## Introduction : Business Problem

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In this Project we are trying to show the maximum possibility for a startup companies to start their companies in the City of Markham by infusing the city's increase prosperities

in their developing and the economy and the talents to choose Then city of Markham as the home for Life and start up their Family Most cities succeed only if business people, who risk their own capital, Time, effort and ready to gamble on their Futures. To Retain the talents within the Canada The Federal Government came up with new Program called Global Talent Stream, Which is ready to help fast growing Canadian tech Companies recruit and retain highly skilled talent from going around the world.

I have chosen City of Markham where I leverage the foursquare location data to solve the imagined business opportunity for the Startup tech companies. Why choosing the City of Markham Background on City of Markham. City of Markham located within the Greater Toronto Area of South of Ontario and located approximately 30km northeast of Downtown Toronto. Markham changed its status from Town of Markham to City of Markham in July 1 2012. Nearly produces 22% of its Labors force and has over 1000 technology and life science companies. Most high-tech companies like IBM, Honda Canada, Hyundai, AMD, Johnson and Johnson, Avaya, Motorola, Oracle, Toshiba, Huawei, Honeywell, CDI, Toshiba, GE Energy, Informatics, Nexeya Lenovo and Genesys. This also means that the market is highly competitive.as it is highly developing city cost of doing business is also high. Thus, any new business ventures or expansion needs to be analyze carefully to reduce risk and get back its ROI. Markham is under construction and developing stage of its own Downtown with more entertainment area, restaurants and Communities with high raised Condominium, and University.

# Data

## Based on the Business Problem

The Most Factors that will influence the Decision are:

Number of existing Schools in the neighborhood

Community Centre for Children and Seniors

Schools, Kinder garden to High Schools, College and University

Hotels Golf Course and Restaurant with all the space to engaging the business related activities

We decided to use regularly spaced grid of locations, centered around Markham Downtown center, to define our neighborhoods.

Following data sources will be needed to extract/generate the required information:

centers of candidate areas will be generated algorithmically and approximate addresses of centers of those areas will be obtained using Google Maps API reverse geocoding  
number of restaurants and their type and location in every neighborhood will be obtained using Foursquare API

# Methodology

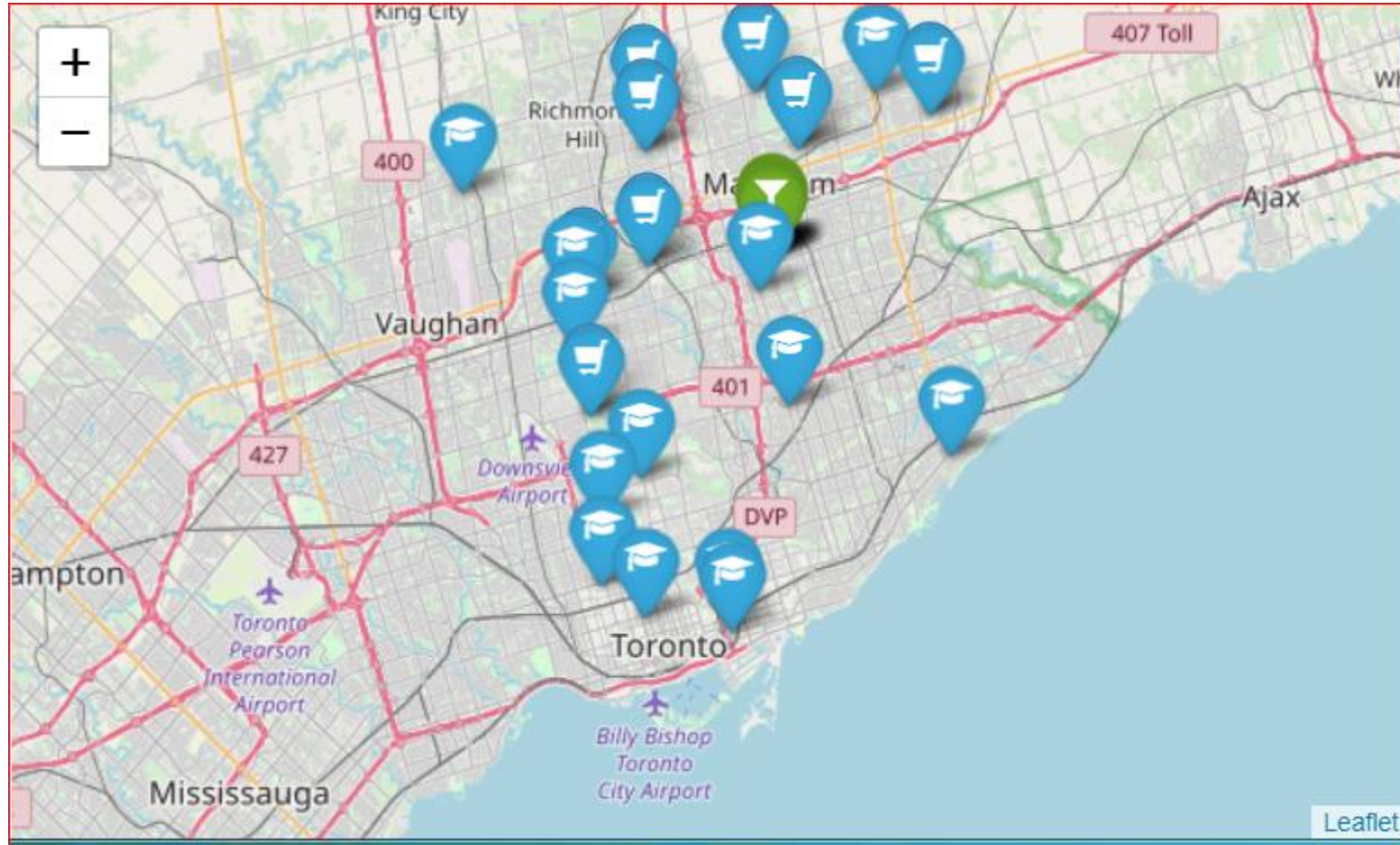
In this project, our effort is to detecting areas and facilities in and around Downtown Markham for a startup companies to have their startup location choosing The City of Markham. In order to facilitate the Labour Force located in the Markham and around not relocated for the job reason leaving behind the their families, as the Markham and the neighboring towns have the best schools and Universities which produces best talents

First steps I have collected the date location Longitude and Latitude of the Downtown Markham with radius of 300000 collected the Neighborhood community parks , Schools, and Hotels Business Services, and office locations. Grouping the Venues under Categories with available data.

Second, step in our analysis there more facilities available to facilitate the Startup Tech companies its advantage for the companies to explore and establish in this area.

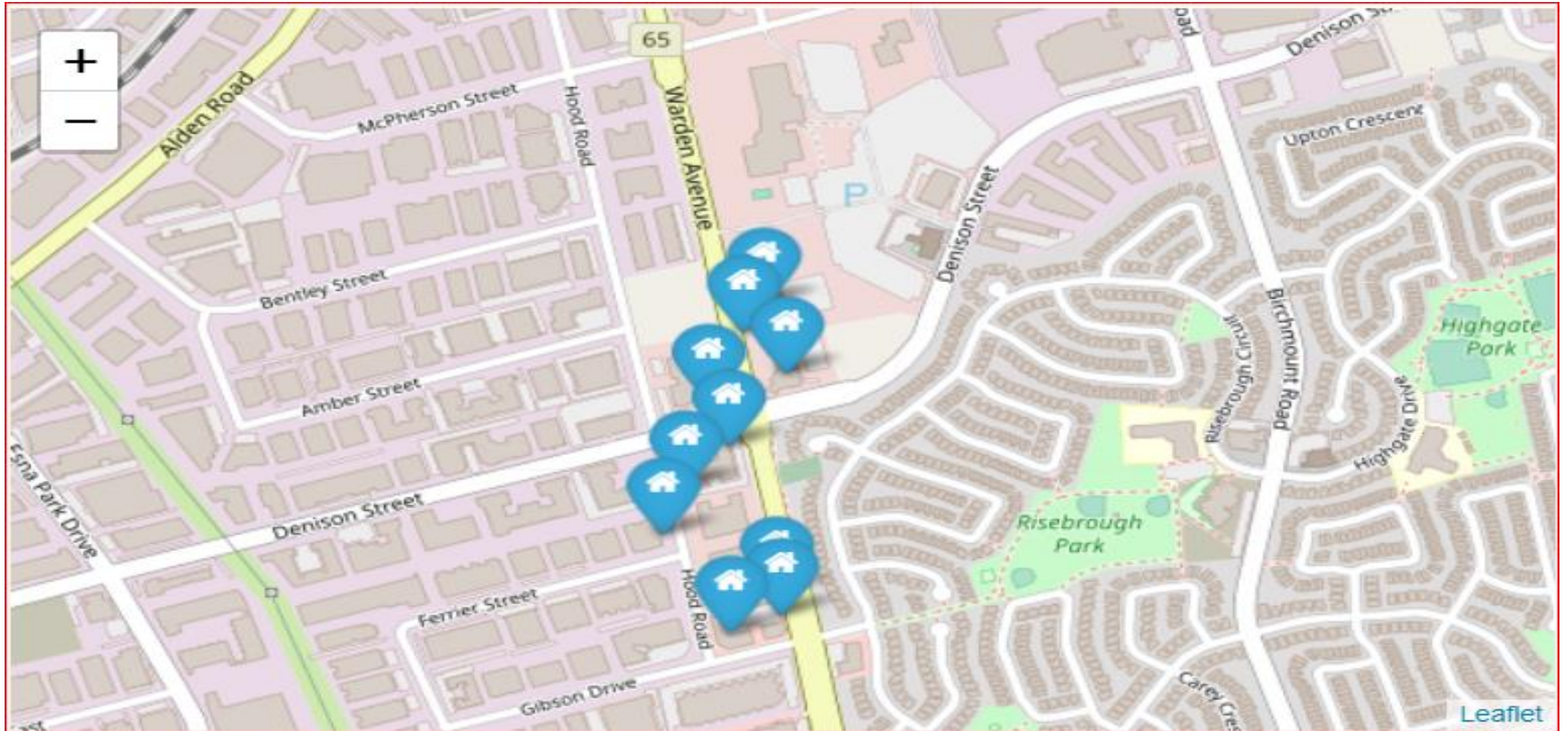
Final Steps focus on the Area Developing and Construction of the City Particularly the Downtown Markham as it's become the High-tech Entrainment Town of the City Facilities for the Restaurant , Transportation, Schools Community Center, Gym etc., in and around within 30kms range.

# Project Analysis

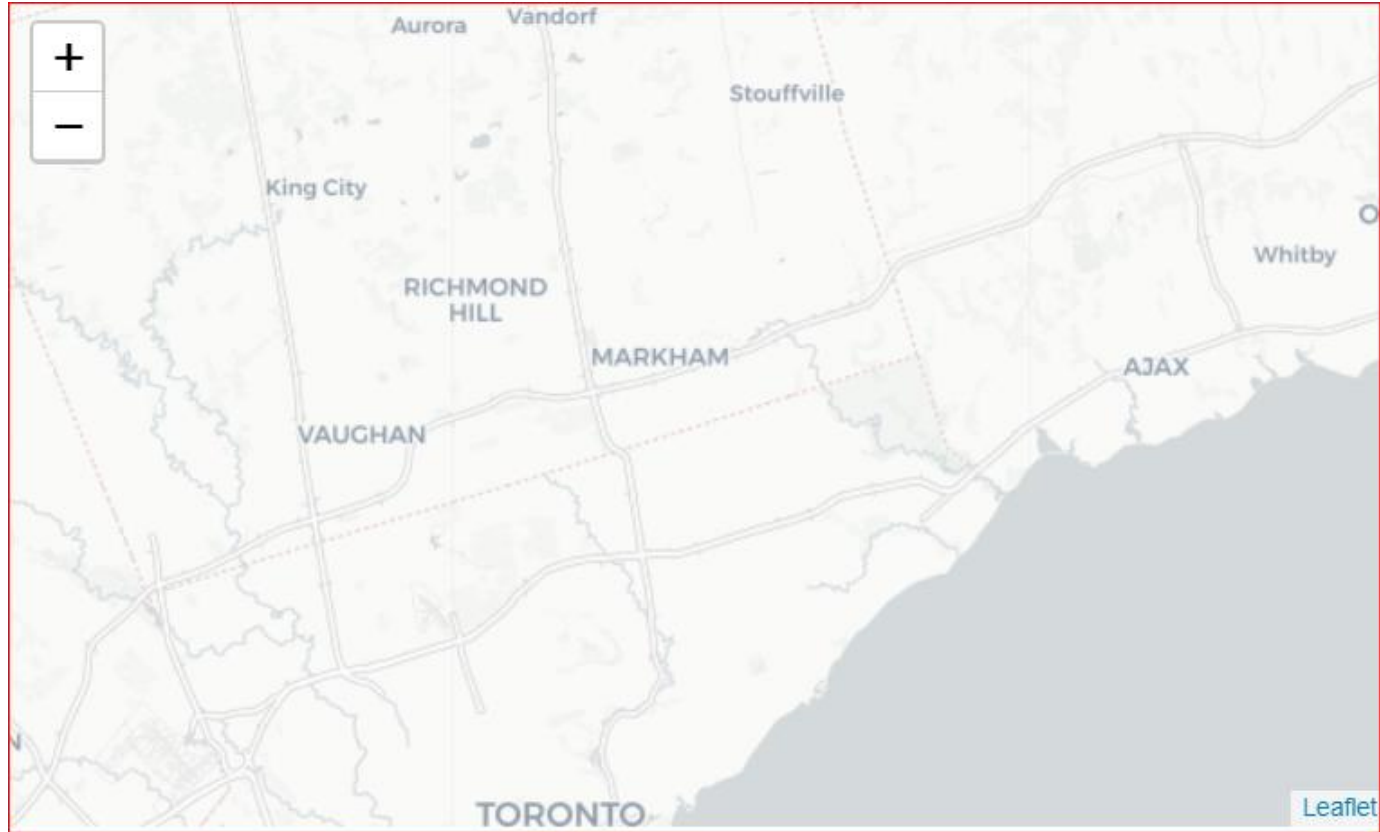




# Project Analysis



# Project Analysis





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# Results and Discussion

Our analysis shows that although there are lots of potential for any startup tech companies within 300 thousand radius of Downtown Markham and the City of Markham developing high range Luxury Condominium and Business Parks and DT Markham fairly close to city center travel time connecting with the Highways are closer to the city's Business Parks. Closeness to city center, strong socio-economic dynamics and density. After directing our attention to this, more narrow area of interest. Location, which has not only no nearby competition but also other factors taken into account and all other relevant conditions met.

# Conclusion

Purpose of this project was to identify City of Markham would be a prime location to start any startup high tech companies as it location consider its Development, Culture, and Multicultural Population. In order to retain the Talents within Canada particularly Markham as the area of Suggestion and best location. Unless as mention in the Intro the involvement of Government action in establishing the Firms. However, the Federal Government comes up with various program to retain the Talents within Canada.



**Thank You**