## Introduction /Business Problem

Assume a Torontonian, who recently wants to start a coffee shop business in Toronto area; one of the biggest concerns would be that which location is the best choice to start the business? In this report, we will help to answer such question by analyzing data from the Foursquare.

The target audience would be for those people who want to start a coffee shop business in Toronto, and are troubled to find the correct location. Hopefully by doing this experiment, I can give a promising idea to solve such problem.

## Data

In this report, we will just use the location data from the Foursquare. By analyzing the venue categories of each neighborhood in Toronto, we will decide if the neighborhood is suitable to open a new coffee shop.

For example, a coffee shop is better located in the vicinity of cinema, library, shopping malls, etc. Fortunately, the Foursquare could provide such data for each neighborhood in Toronto. I will examine the types, numbers and distance for each venue, and show strong evidence why the location is good or bad for a coffee shop business.

## Methodology

## Results

## Discussion

## Conclusion