Nihil fortunae reliqueritis

NarniaLaundry

Taking over Toronto preliminary report

Andrei Paraschiv

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Introduction

Our client NarniaLaundry is looking to expand to Toronto. The expansion follows a clear plan that has been proven in various countries and across cultures. [dramatic music starts to play]

The first steps are to set a beachhead and build brand recognition.

The second step is to acquire existing laundry services until nothing else remains. [mad scientist laughter]

NarniaLaundry experts have already identified several factors that offer consistent financial viability to two out of three sites using their proprietary recipe of FSLS(Fast Sport Laundry Service) in other countries. FSLF provides sports enthusiasts with the ability to wash their equipment and store it until the next use.

They are now looking for possible emplacements to reduce the risk of failure of a given laundry station. Previous experience has shown a strong correlation between successful laundry stations and the density of gyms and coffee shops.

Therefore, our customer is looking for locations within walking distance from:

- places where people sweat a lot and they come with gym bags.
  - yoga studios
  - gym studios
  - dojos
  - martial arts studios
- coffee shops
  - stand up coffee shops
  - take away coffee
  - not coffee shops where they serve more than some light patisserie
  - not restaurants
  - not automatic coffee dispensers

Data

Our dataset is a list of all the venues in Toronto that we are going to analyze.

We scrape Wikipedia for a up to date list of Neighborhood and then we retrieve the coordinates, having a list of neighborhoods with their coordinates, we are going to extract venues using data from Foursquare.

It is we this data we are going to and determine the neighborhoods that are most likely to support our client's business.
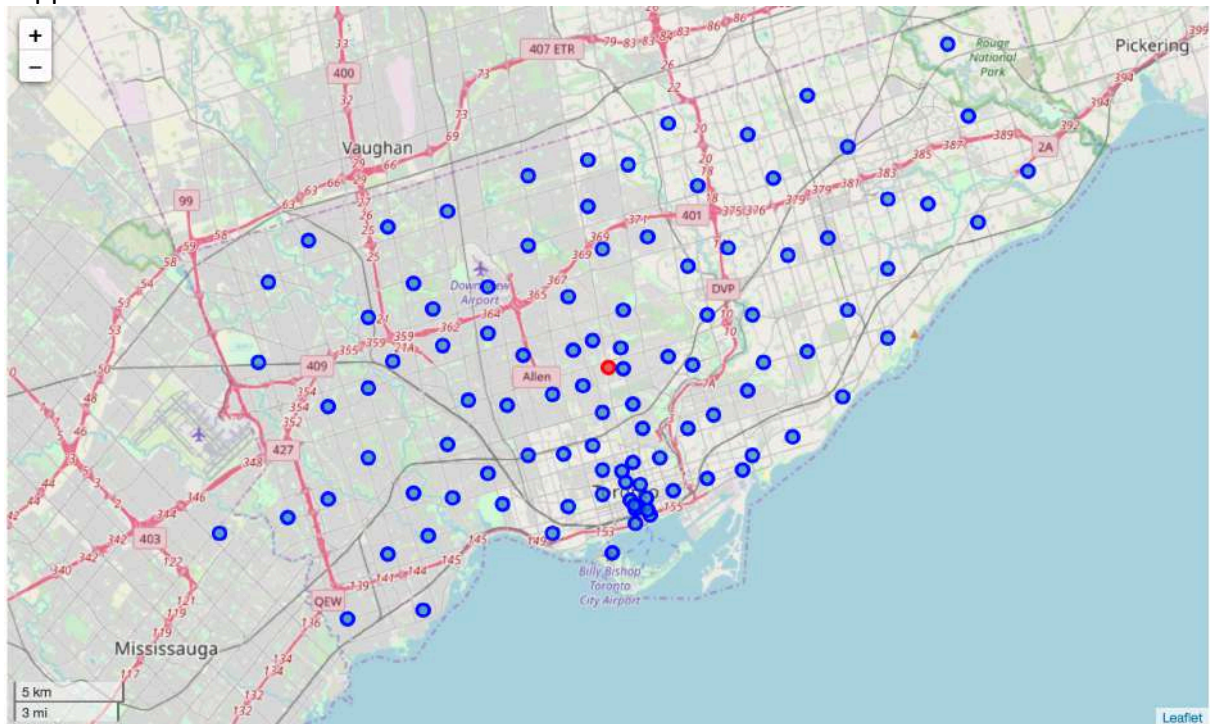

Figure 1: Area of interest showing the geographical centers of the various neighborhoods in Toronto

Methodology

Using the venue information, we are going to build a frame of our target venues.

We are going mark or venues according to the profile.
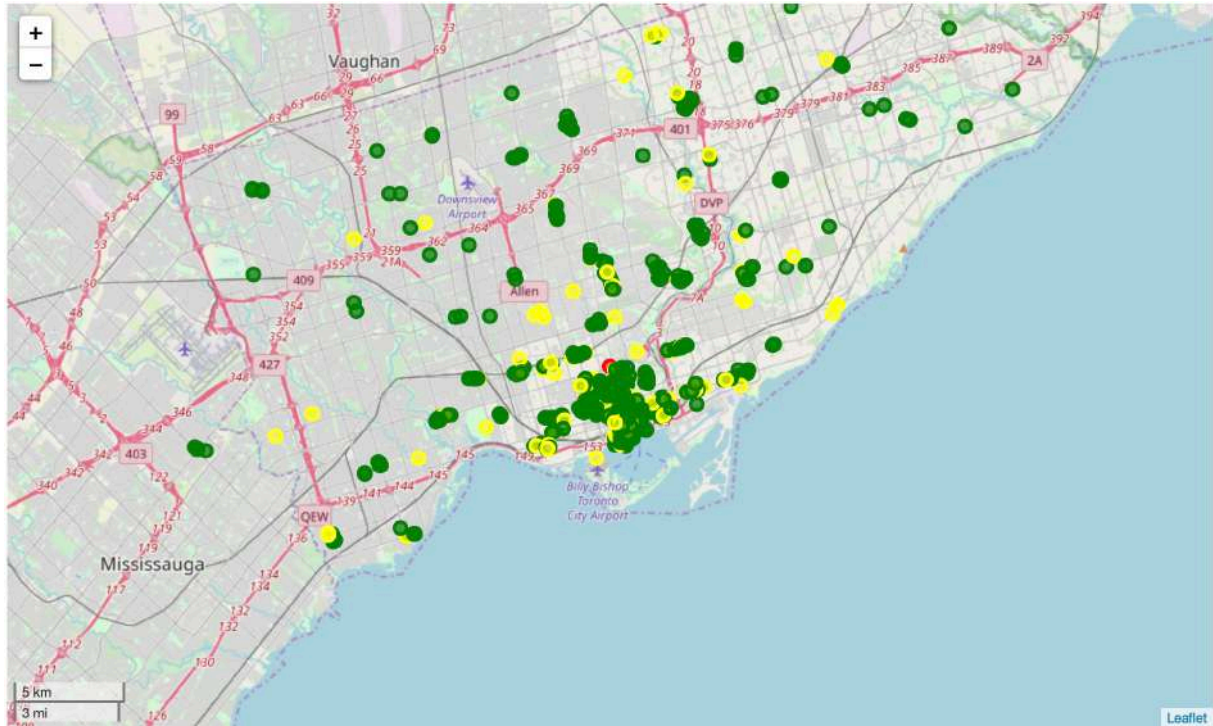
Uninteresting venues will be dropped.

Figure 2: Showing all the gyms(yellow) and coffeeshops(green) in Toronto

Analysis

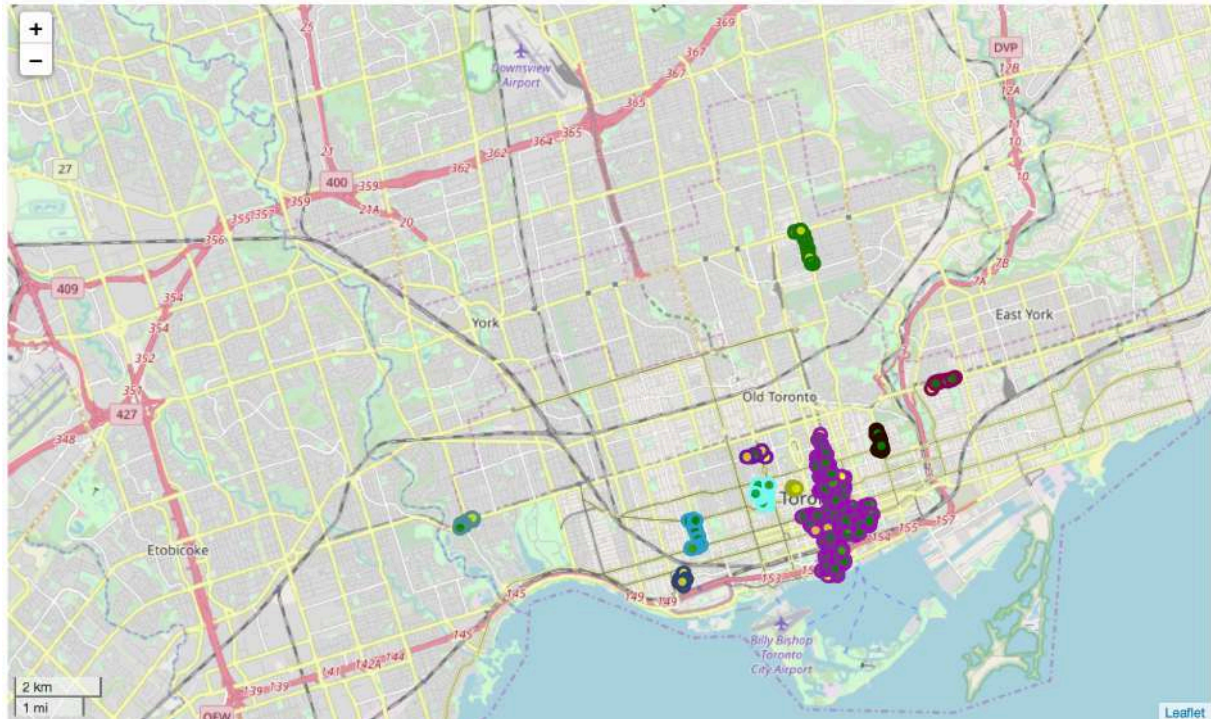We cluster all the venues, regardless of the type, so that we have 5 venues in any 200m radius, using DBSCAN.

Figure 3: Clusters of venues

Results

The first eight clusters are showing that we have 3 or more gyms in close proximity with coffeeshops. These are a good start for further analysis regarding the profitability of the FSLS(Fast Sport Laundry Service) approach.

The first cluster needs more analysis. Preliminary analysis indicates that around the edges of The Financial District we have four sites with visually clustered gyms.

Conclusion

Further analysis should be target around these points.

High ranking clusters

With more than 3 gyms close one to each other.
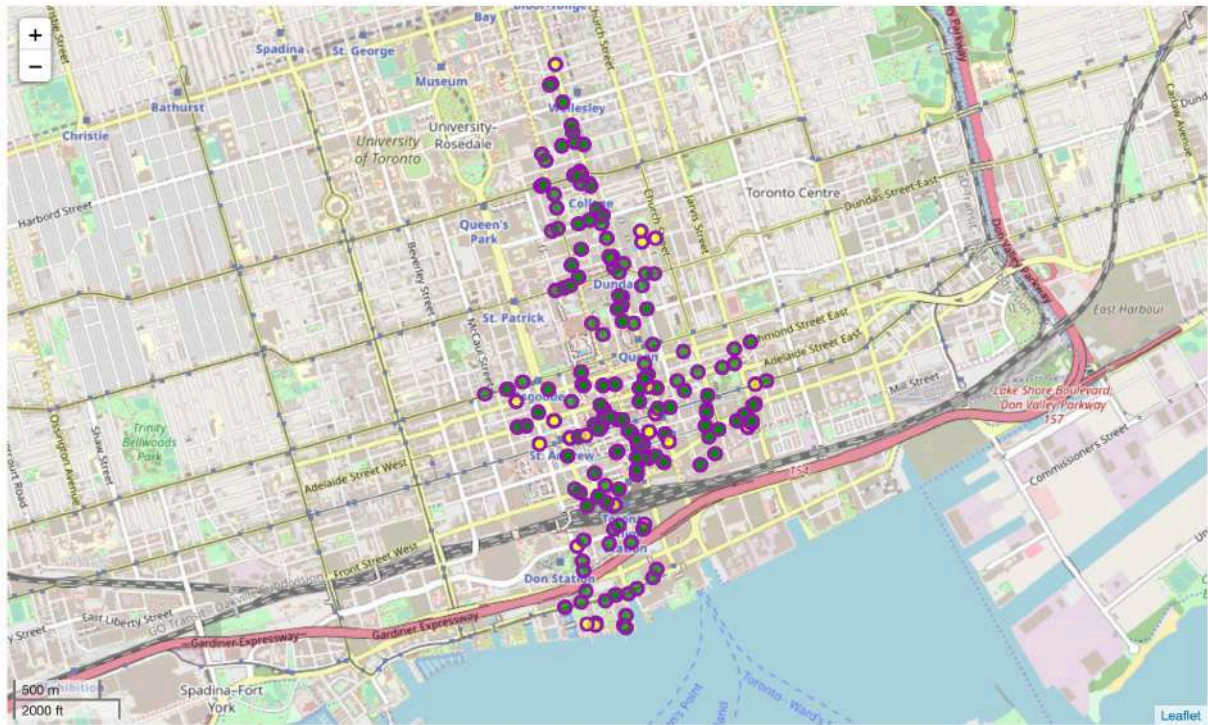
Figure 4:Financial District Cluster (#12) With 90 gyms and over 330 coffeeshops in 3 squared kilometers
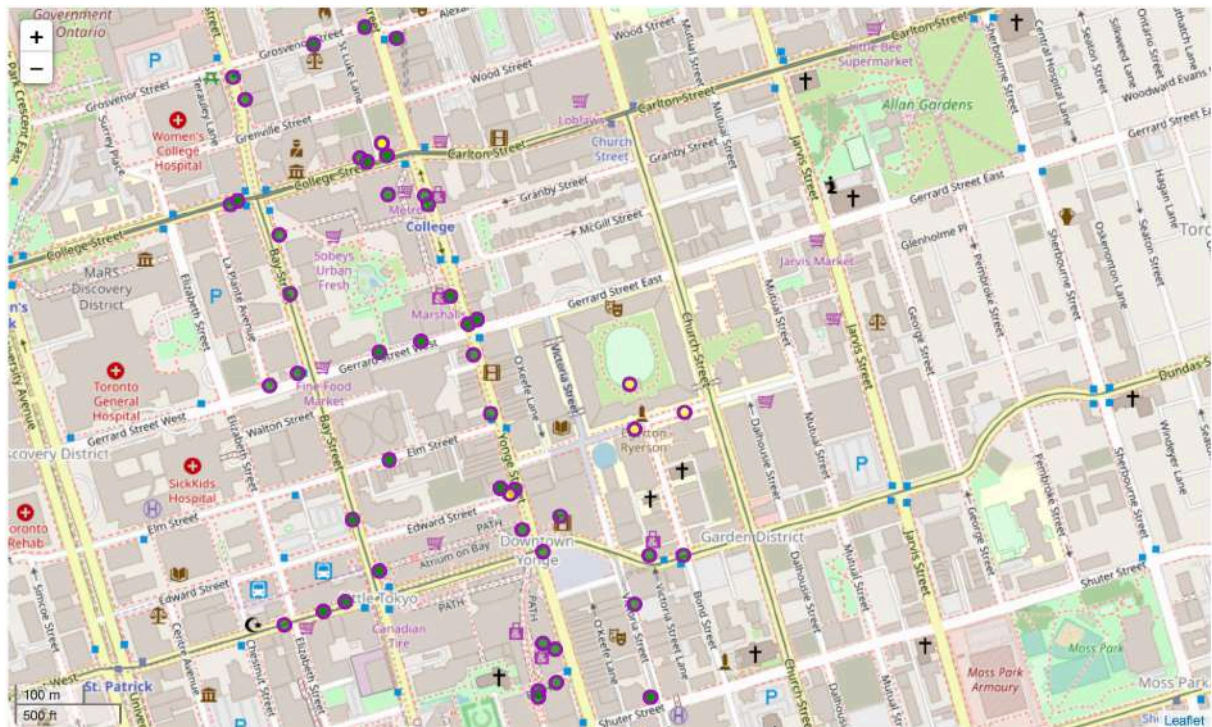
Figure 5: On the North of the Financial district, in the perimeter of Gerrard Street East, Church Street, Dundas Street East, Yonge Street, around the Devonian Pond there are 4 clustered gyms and a fair amount of coffeeshops.
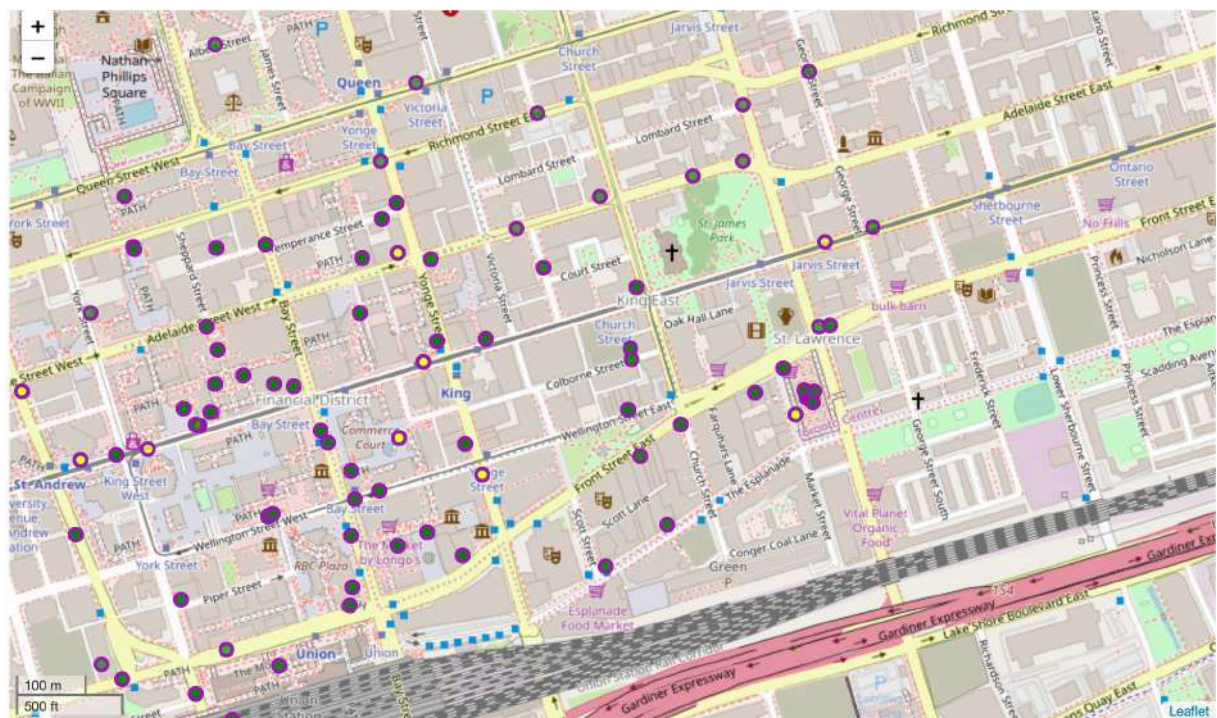

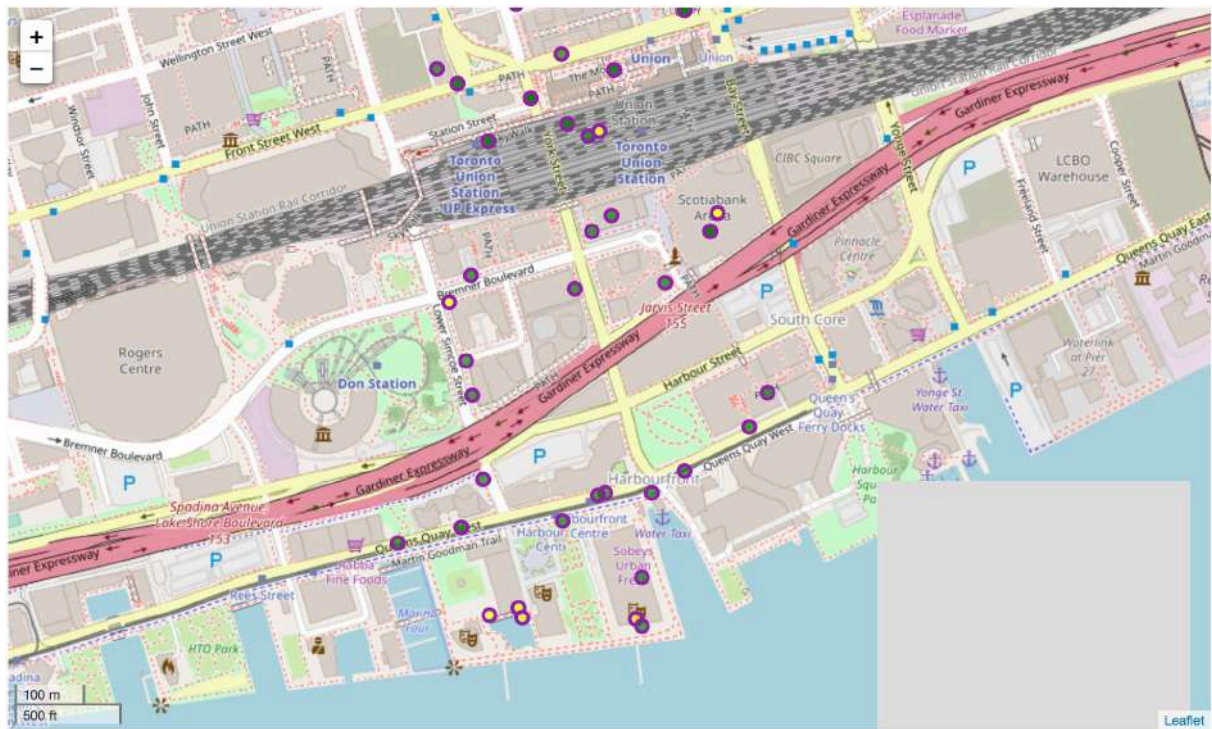*Figure 6: On the East of the Financial district, around King Station.*

Figure 7: On the South of the Financial district, between Union Station and the waterfront, east of Don Station and west of Yonge street, around the Starbucks from 15 York Street.
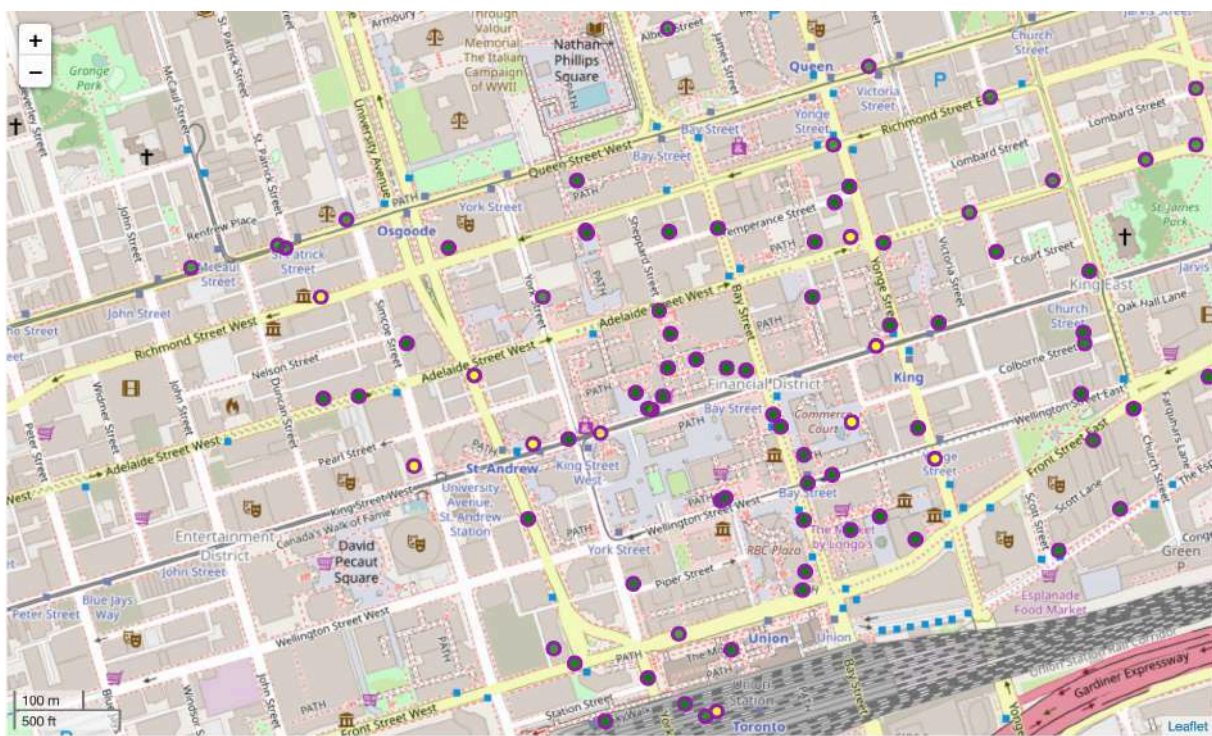

Figure 8: On the West of the Financial district, around the corner of Adelaide Street West with University Avenue.
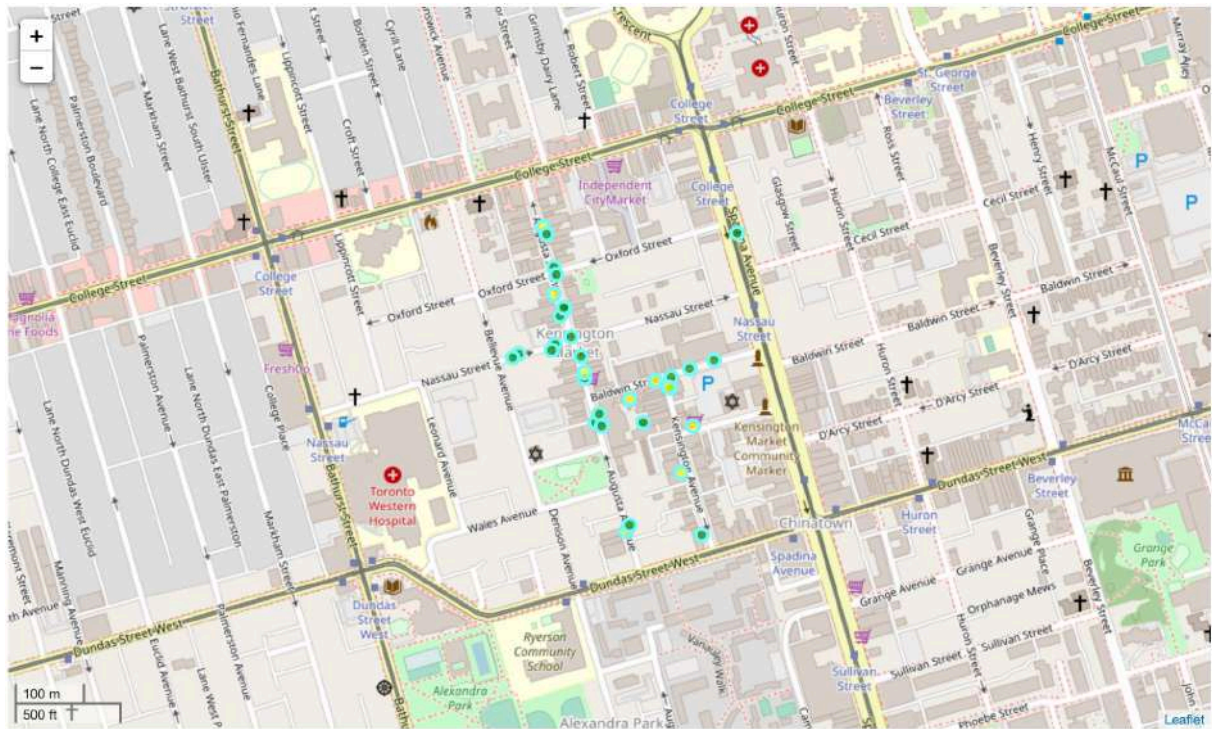
Figure 9: Kensington Market Cluster (#19) With 9 gyms and 24 coffeeshops, in the perimeter of College Street, Spadina Avenue, Dundas Street, Bellevue Avenue, mostly along Augusta Avenue.
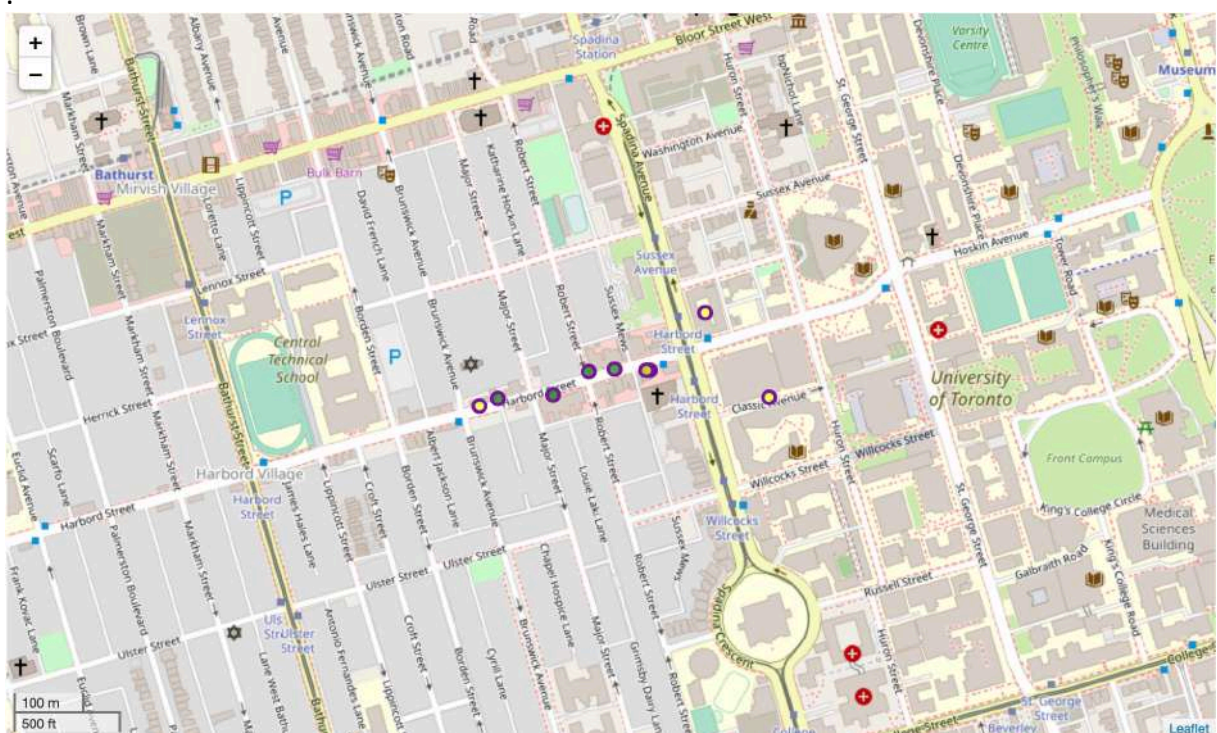

Figure 10: Harbord Village Cluster (#18) With 4 gyms and 5 coffeeshops on Harbord Street, between the Knox Presbyterian Church and First Narayever Congregation Synagogue, on Harbord Street.
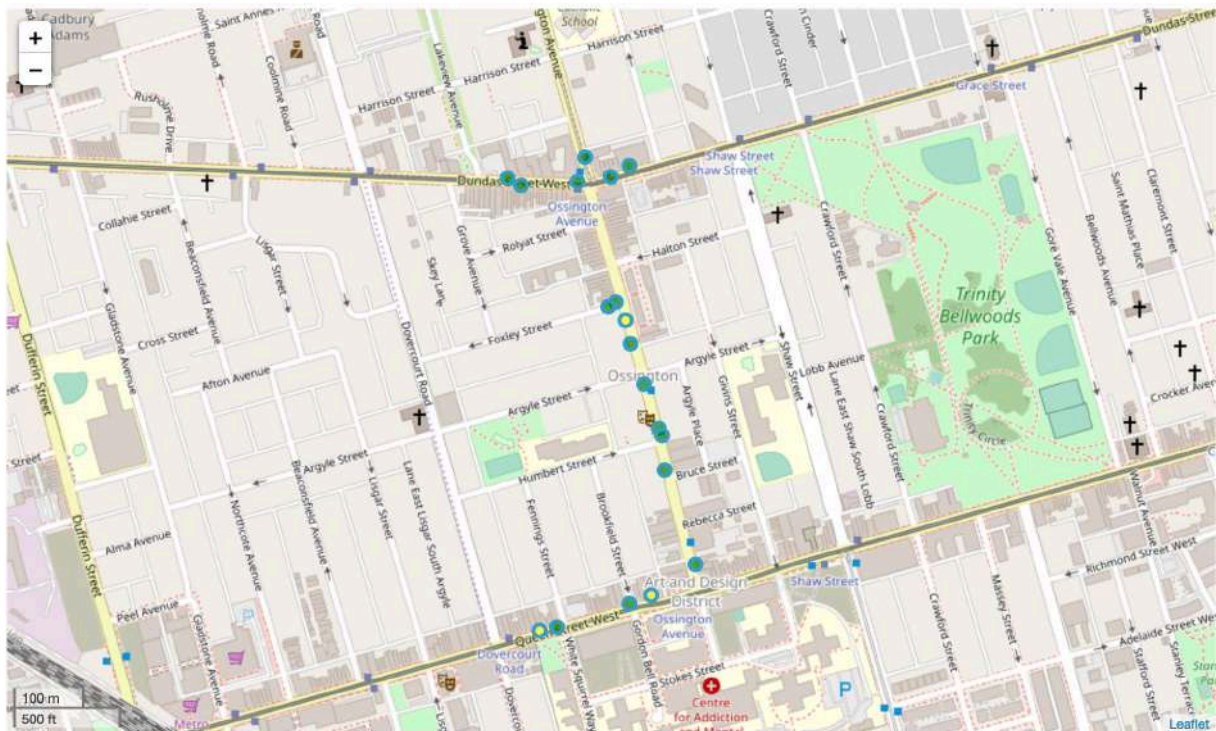
Medium ranking clusters

3 gyms

Figure 11: Trinity Bellwoods Cluster (#20) With 3 gyms and 16 coffeeshops on Ossington Avenue, between Dundas Street West and Queen Street West.
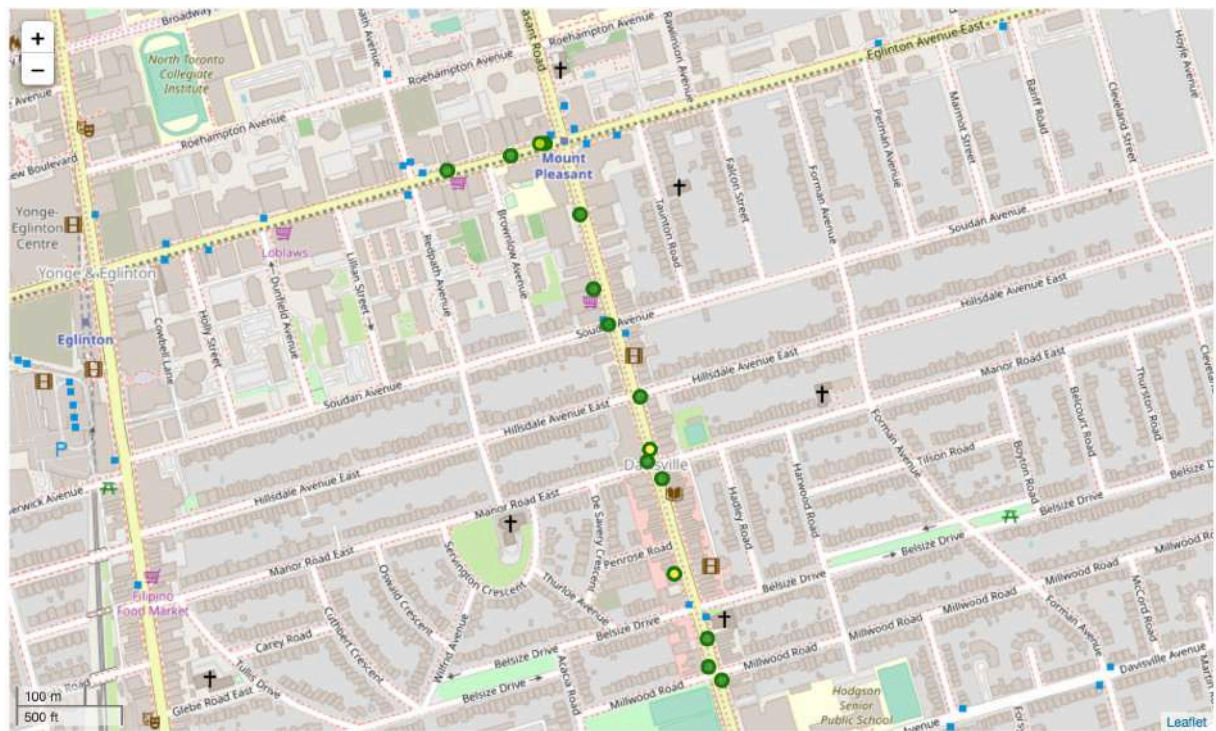

Figure 12: Mount Pleasant Cluster (#8) With 3 gyms and 13 coffeeshops
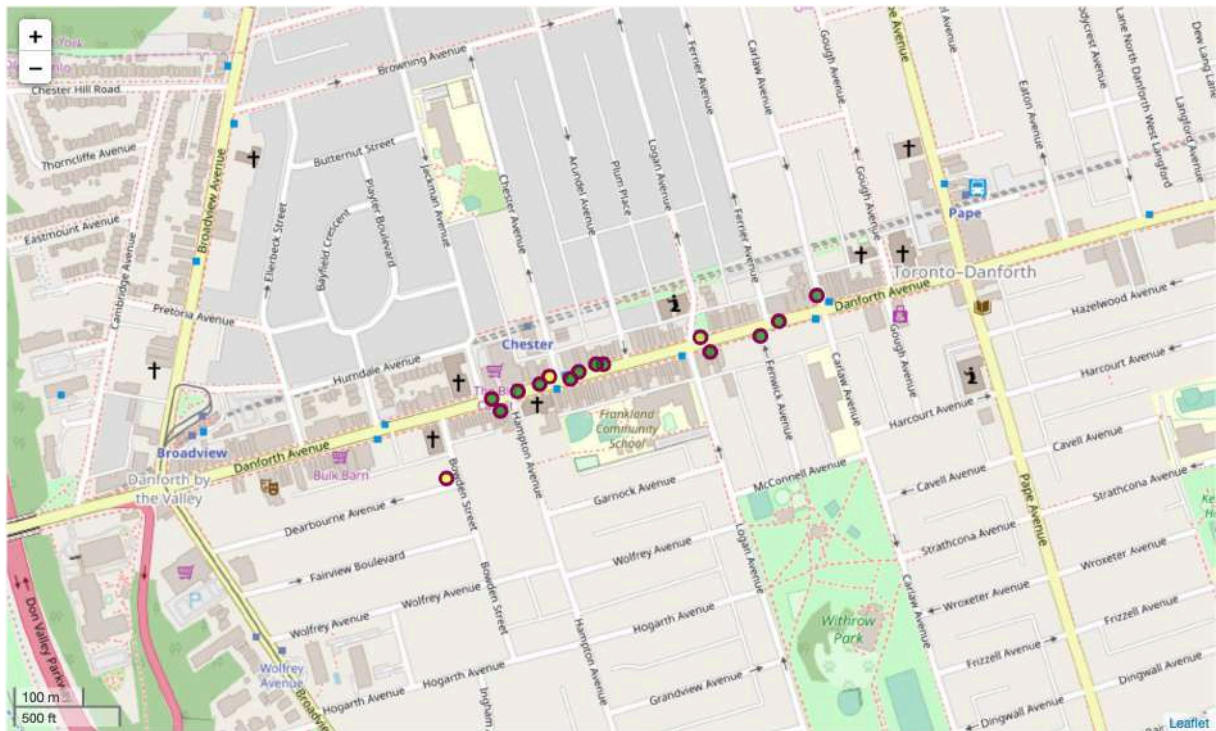
Figure 13: Toronto-Danforth Cluster (#5) With 3 gyms and 12 coffeeshops.

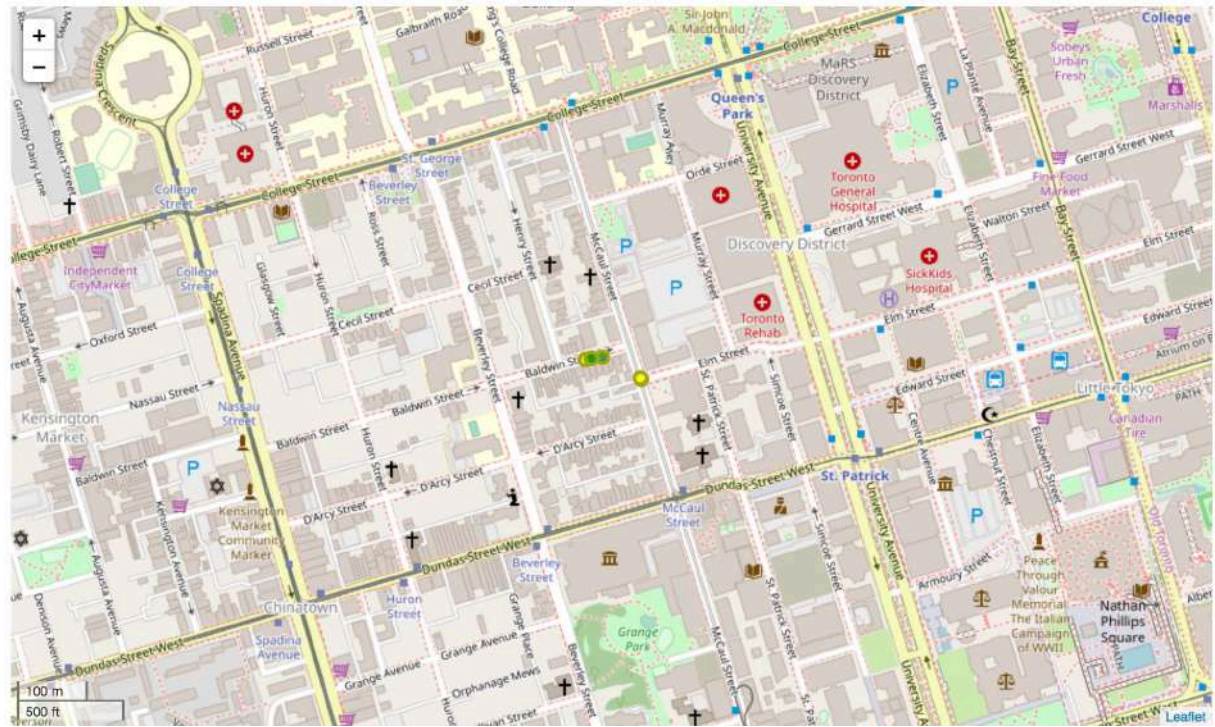Figure 14: Liberty Street Cluster (#21) With 3 gyms and 4 coffeeshops

Figure 15: Elm Place Cluster (#16) With 3 gyms and 2 coffeeshops.