**1. Introduction/Business Problem:**

An international Tourism company is looking to start their business in Canada. After their internal discussion, they've decided to look into the best possibilities to start their branch in around at **Downtown Toronto** as it is one of the main central business district of Toronto and some other cities in Ontario province. However they also have a thought in mind that, what could be chances of impact if they choose Hamilton or Brampton or else do they need to consider the other cities of the country too. They wanted explore all the above illustrated as a prior business checks to get some strategic insights.

Here they need the help of analytics and data science to come up with the better option for them to start their business unit Canada.

Target Audience/Stake Holders: Tourism Company, business consultants, Start-up corporate people, Food chain vendors.

## 2. Data:

The source of the data here would be mainly using coordinate of the Toronto and other nearby cities. To achieve this, first we'll be scraping the postal codes data from the Wikipedia and once we get longitude and latitude of that location using postal code, then we can use this to get the coordinates of each neighbourhood by using the geocoder api.

In the next stage, we'll be using foursquare location API to get the venue details and the specific neighbourhoods of that specific borough. With the result of foursquare API, we need to parse and prepare a structured format that contains all the basic and necessary details of the venues.

The main libraries and tools we will be using are; Python packages: pandas, requests, geocoder, folium, json and json\_normalize. API's: foursquare location API

**3. Methodology:**

As part of the study, I have used the Toronto postal codes data set which contains the postal code along with borough and its Neighbourhood details. Now using the postal codes get their geographical coordinate details by using geocoder library.

Join the two datasets with postal code then we have 87 observations with 5 features such as Postal Code, Borough, Neighbourhood, Latitude, and Longitude.

In order to explore the dataset, first visualize the Toronto in world map with all these observations details with the help of folium package available in python.

As a next step of EDA, I would like to explore what are the available popular venues in those locations. For this I have used foursquare location API and get the result in Json format.

However as per our initial business use case, I wanted to explore more about the Downtown Toronto borough location. Then I filtered the venue details and corresponding venue’s count. Again plot them to using folium for better understanding of how they associated with them each other in terms of distance.

**4. Results:**

Once the complete analysis, Found that in Downtown Toronto we have around more than **190 + commercial places** including famous restaurants, parks, Art Museums, Airport, other shopping areas. The results profoundly indicating that, it is one of the main businesses spot and has a huge business culture and contains various attractive tourism places of different kinds.

**5. Discussion:**

As per the analysis and results, the one of the neighbourhood called *‘Berczy Park’* has more optimum and ideal location for all the famous places.

So it has been suggested that to establish the Tourism consulting unit Downtown Toronto is a good choice of preference.

**6. Conclusion:**

The business culture is high in Toronto and number of variety of visiting spots and public connecting channels, good transport facilities available in much satisfactory manner in **Downtown Toronto**. It is indeed a good choice to set up the tourism office there. This report also concluding that, there are other option are also exist for food and supply chain vendors since the results showing that there approximately more than 100 hotels and restaurants operating with satisfactory levels. Hence it is good time to look at the analysis and decide.