

Data Science Capstone Project

Finding the best location for a bar in the city of Toronto

Business Understanding

When opening a bar, of course, there is always the question of the ideal location. There are two problems in particular: First, the location must be chosen so that there are as many potential customers as possible. On the other hand, there should not be too many competing bars in the immediate vicinity.

For an entrepreneur, it is therefore of the highest interest to choose the location for the new opening in such a way that as many customers as possible, and thus as high a return as possible, can be brought in.

In this project, this question will be answered using data on the example of the city of Toronto. For this purpose, each neighborhood will be evaluated individually and a recommendation for suitable neighborhoods will be given.

Since bars are often visited after a visit to a restaurant and a high number of restaurants usually corresponds to a high number of walk-in customers, both the number of restaurants and the number of bars are included in the evaluation.