1. Introduction

If someone is looking to open a Coffee Shop in Toronto, which place is better for them? Research has shown that the location of a business is one of its most important factors for success. The importance of the location strategy is especially important for these small businesses because it impacts whether enough profits will be generated to sustain the business. The goal of this project is to find the proper location for a Coffee Shop using the neighborhood data in Toronto.

2. Data

Following the Capstone Project in week 3, we have neighborhood data with coordinates. We also get the information of different venues from Foursquare. So we have data showing all the venues for each neighborhood, and list top 10 most common venues. If we assume the population of each neighborhood is the same, the best position for a Coffee Shop should be a place with few number of Coffee Shops, or Café(as it provides coffee), and better to have shopping malls nearby (more people will come). Other things may need to be considered, but for now, this is our considerations.

We will find the frequency of a Coffee Shop, Café and Shopping Mall for each neighborhood. We hope to find a position with low frequency of a Coffee Shop and Café; and high frequency of the Shopping Mall.