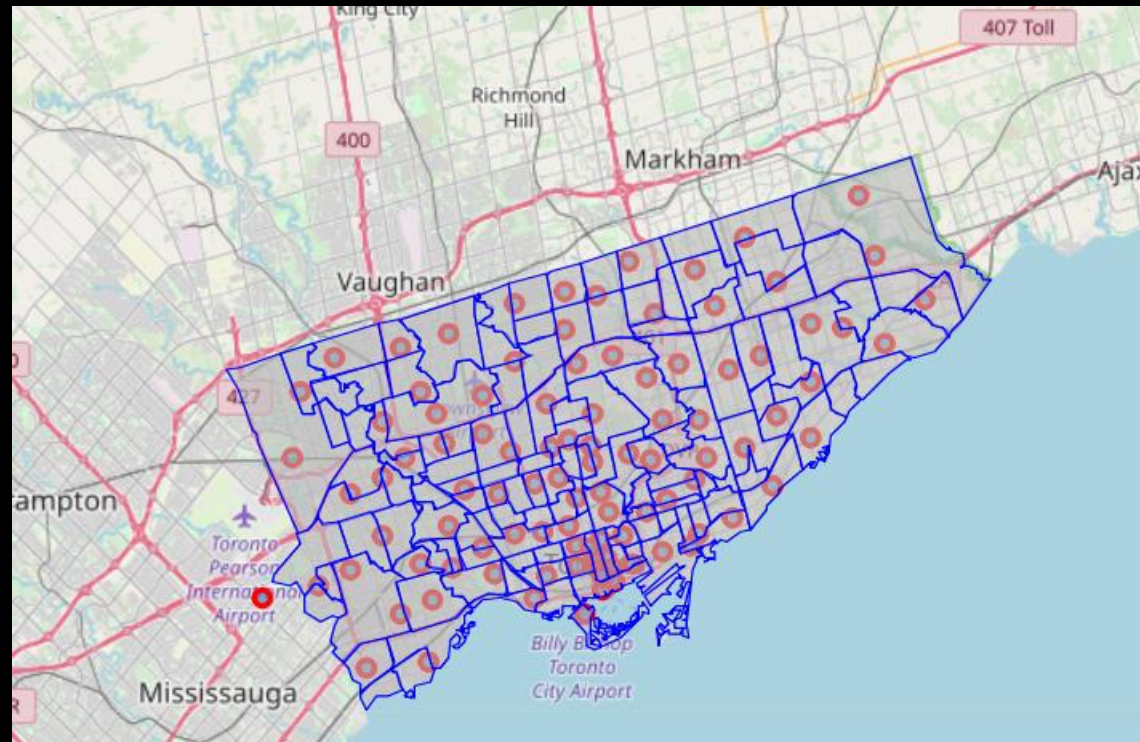




A DATA-DRIVEN SOLUTION FOR BUSINESS PROBLEMS

PROBLEM

Which neighborhood would be the optimal place to start with if a person is planning to open a coffee shop in the city of Toronto?





PROBLEM

- Requirements:
 1. Only focus on the areas that contains the term of 'Toronto'
 2. Should be around bookstores or libraries
 3. Better to avoid similar business such as café stores



DATA

Acquire Foursquare data to determine location information

- Two categories of location data are processed:
 1. library, bookstore, used bookstore, college library, and college bookstore
 2. Cafeteria, Café, and Coffee Shop

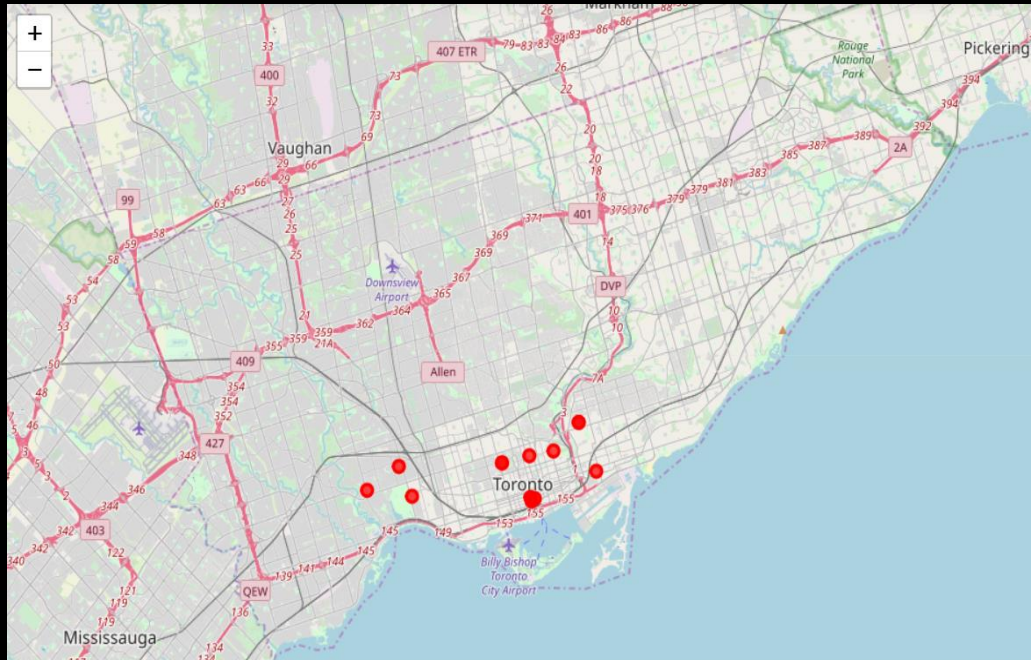


METHOD

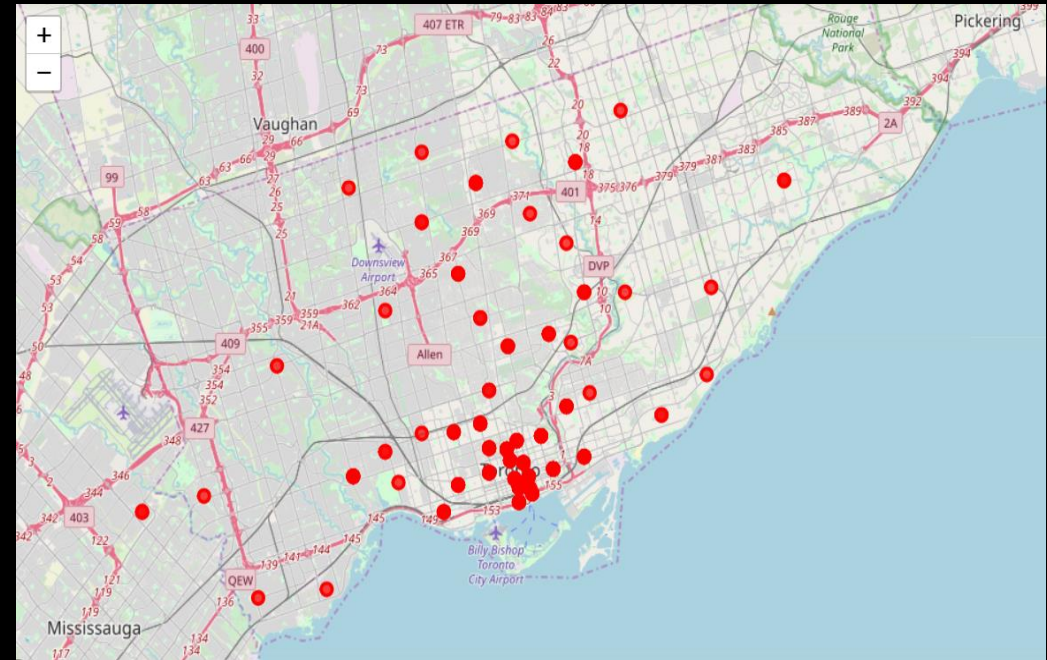
1. Visualize locations of these venues
2. Determine the number of two kinds of venues in each neighborhood
 - The number of libraries and bookstores should be high
 - The number of similar business should be low

RESULTS

Visualize locations of these venues



Locations of bookstores and libraries



Locations of coffee shops

RESULTS & DISCUSSION

Determine the number of two kinds of venues in each neighborhood

	Neighborhood	Count
5	Harbord,University of Toronto	2
10	The Danforth West,Riverdale	2
0	Cabbagetown,St. James Town	1
1	Church and Wellesley	1
2	Commerce Court,Victoria Hotel	1
3	Design Exchange,Toronto Dominion Centre	1
4	First Canadian Place,Underground city	1
6	High Park,The Junction South	1
7	Parkdale,Roncesvalles	1
8	Runnymede,Swansea	1
9	Studio District	1

Sorted number of bookstores and libraries in each neighborhood



	Neighborhood	Count
26	Harbord,University of Toronto	6

	Neighborhood	Count
47	The Danforth West,Riverdale	5

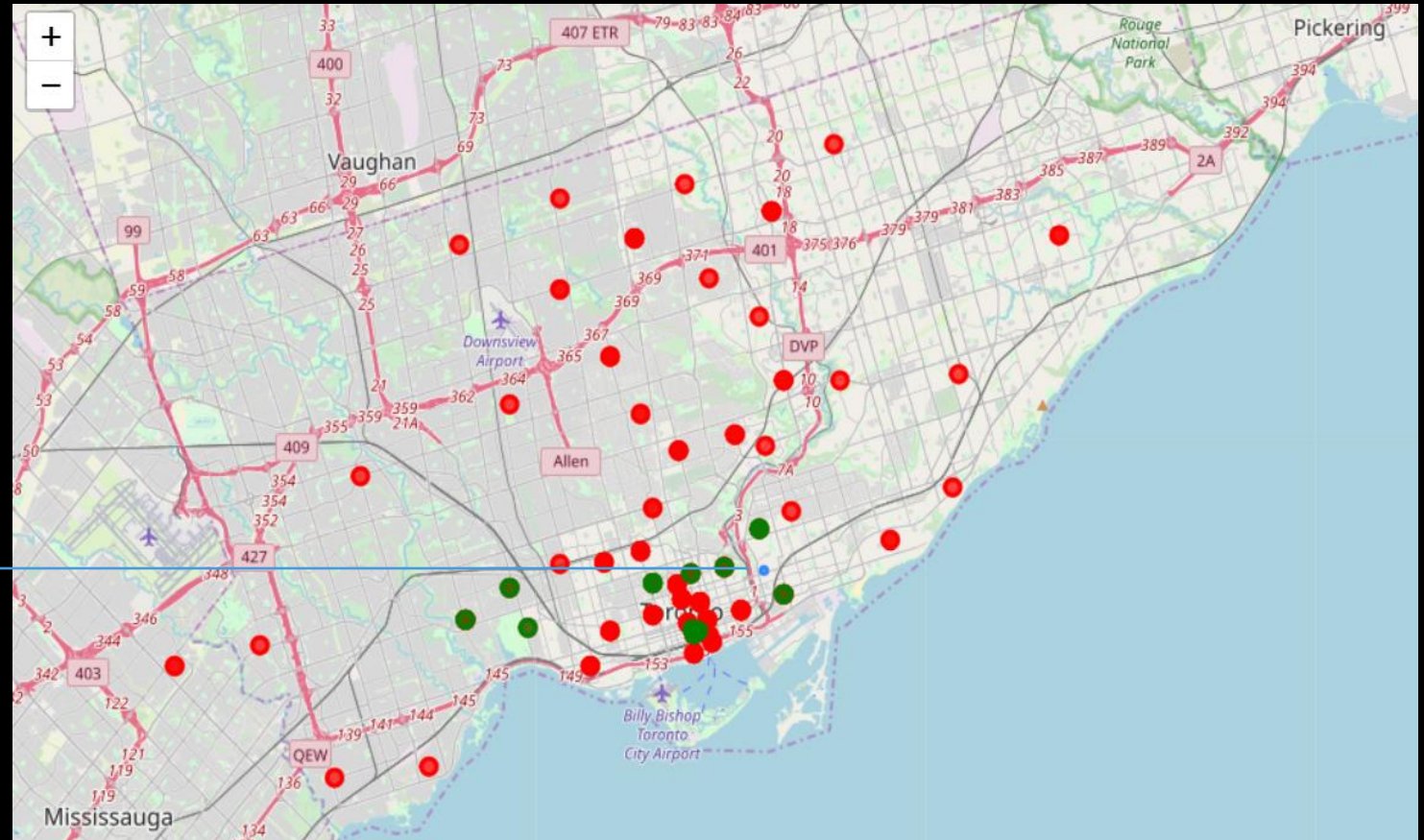
Number of coffee shops in the neighborhoods where have the highest number of bookstores and libraries

The neighborhood of 'The Danforth West, Riverdale' should be selected as the optimal location to open a coffee shop, since there are few coffee businesses and many libraries and bookstores.

CONCLUSION

Optimal solution

The Danforth West, Riverdale



The locations of coffee shops are marked in red; libraries and bookstores are shown in green