What is the problem?

Coffee shops are very popular in North America. People love to get a coffee either in the morning before starting to work or at noon to be energized during a day. The problem of this project is which neighborhood would be the optimal location to start with if a person is planning to open a coffee shop in the city of Toronto. The interested area of this study would be around the neighborhoods in Toronto, which contain the word of 'Toronto'. It would be a further study of previous tasks. In order to gain maintain and gain customers, locations of coffee stores are essential. I will use some location data to determine where coffee business starters should open their coffee shops.

What are some useful data and what methods should be used to solve this problem?

The data used for this project are acquired from Foursquare, which provides location data. To determine where to start a coffee shop business, I found there are many factors such as the number of similar business, schools, and professional offices around the neighborhoods. Since there are some limitations for Personal account of Foursquare, I couldn't get access to some specific data such as 'stats' which shows total check-ins. Therefore, I decided to use the following methods. First, it is necessary to explore the similar business around targeted areas. It would reduce competition if there are not many similar businesses around. Thus, I would explore the similar business around interested areas such as the locations. The similar business includes the following three terms: Cafeteria, Café, and Coffee Shop. Since it is better to avoid the similar venues, it indicates that the lower number of coffee shops, the better the choice is. Second, I would explore the locations of bookstores or libraries around the targeted areas, as many coffee lovers like purchasing coffee while they are working or studying. It includes five terms developed in Foursquare: library, bookstore, used bookstore, college library, and college bookstore. It would be optimal if the number of bookstores and libraries is low. In summary, the above two factors are considered to solve this problem.