Is a Childcare Facility in the Heart of the City a Viable Business?
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1. Introduction

Toronto is a busy, diverse city, and is one of the most populous cities in Canada. Toronto is also an international centre for business, finance, arts, and culture, and is recognized as being one of the most multicultural and cosmopolitan cities in the world.

According to Wikipedia, Toronto has a population of just under 3 million, with almost 50% being between the ages of 15-44. Also, 5% of the population is from 0-4 years of age. This is a fairly young population, with 10% of them having very young families (Wikipedia - Demographics of Toronto, n.d.).

It is also very likely that cost of living pressures in a city like Toronto would force either one or both parents to work. It is therefore no stretch of the imagination that a young population such as the one in Toronto, with its young families, will require access to childcare and early child education facilities, especially if there are busy working parents.

Often, such facilities are located in the suburbs, but what about the city centre, or somewhere close by? There is an opportunity space present to provide such a care facility, so would an enterprising individual/company consider opening a business related to early childhood somewhere close to the city? Would there be a demand for this business model? Would working parents appreciate such a facility?

2. Problem Statement
Determine if there exists the potential for a care facility aimed at young children and young families.

3. Targeted Audience
Businesses or individuals looking to branch into an early child care facility, nursery, pre-school or kindergarten.

4. Data Required & Sources

City Map of Toronto	Google maps
Suburb & Neighbourhood Information	Wikipedia or other sources
Geographical Coordinates	Wikipedia or other sources
Venues and Places in Toronto Area	FourSquares

5. Planned Analysis Steps
Steps undertaken in this analysis will include

   a) Data Loading and Pre-processing. Data will be extracted using Beautiful Soup
   b) Use the FourSquare API to download venue data and analyze for childcare facilities
   c) Cluster the neighbourhoods using K-means and determine where, if any, childcare facilities are located and if there is a demand for said service

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