



IBM Data Science

Capstone Project

Mustapha Ziade

There are many criteria that can affect the success of a new supermarket



What Can Affect the Success of the Project:

- Demand represented by the population
- Competition represented by number of Supermarkets and Convenience Stores
- Location of Supermarket represented by neighbourhood

Solution is to use data analysis and analyse all the criteria to determine the best location

While population is retrieved from Wikipedia, Foursquare has the data of competitors

	Neighbourhood	Population	Latitude	Longitude
1	Agincourt	44577	43.786260	-79.280840
2	Alderwood	11656	43.604960	-79.541160
3	Alexandra Park	4355	43.651090	-79.405500
4	Allenby	2513	43.712674	-79.547686
5	Amesbury	17318	43.702833	-79.481727

Steps Taken to Build the Table:

- Extract the table from Wikipedia
- Clean the data to keep only information about neighbourhood name and population
- Get the coordinates of each neighbourhood and add them to the table

The table is ready to be used for retrieving the data needed from Foursquare API

Agincourt and Willowdale are the best location for opening a new supermarket

- Both Supermarkets and Convenience Stores are added to determine the total number of competitors
- The final score is computed by dividing the population to the total competitors

	Neighbourhood	Population	Latitude	Longitude	Supermarkets	Convenience Stores	Total Competitors	Score
1	Agincourt	44577	43.786260	-79.280840	1	2	3	14859.000000
98	Malvern	44324	43.810230	-79.220380	2	1	3	14774.666667
168	Willowdale	43144	43.782270	-79.428130	1	2	3	14381.333333
102	Milliken	26272	43.823250	-79.277290	1	1	2	13136.000000
86	L'Amoreaux	45862	43.797300	-79.312220	1	3	4	11465.500000
131	Rouge	22724	43.807660	-79.174050	1	1	2	11362.000000

While Milliken & Rouge have half the least population, and while L'Amoreaux has the most competitors, and while Malvern has 2 supermarkets, Agincourt and Willowdale are the best