Finding the perfect neighborhood in Toronto

Meet our Client

Our client Samantha is a 32-year-old mother of three who is planning to move to Toronto from Ontario. She plans to open a bakery in her new location and is searching for the perfect neighborhood to open her bakery. She wants to live in a neighborhood that has a sushi restaurant, a grocery store, and a yoga studio. Samantha has asked us to find the perfect neighborhood for her to open a bakery in so that she may start her house hunt in that area.
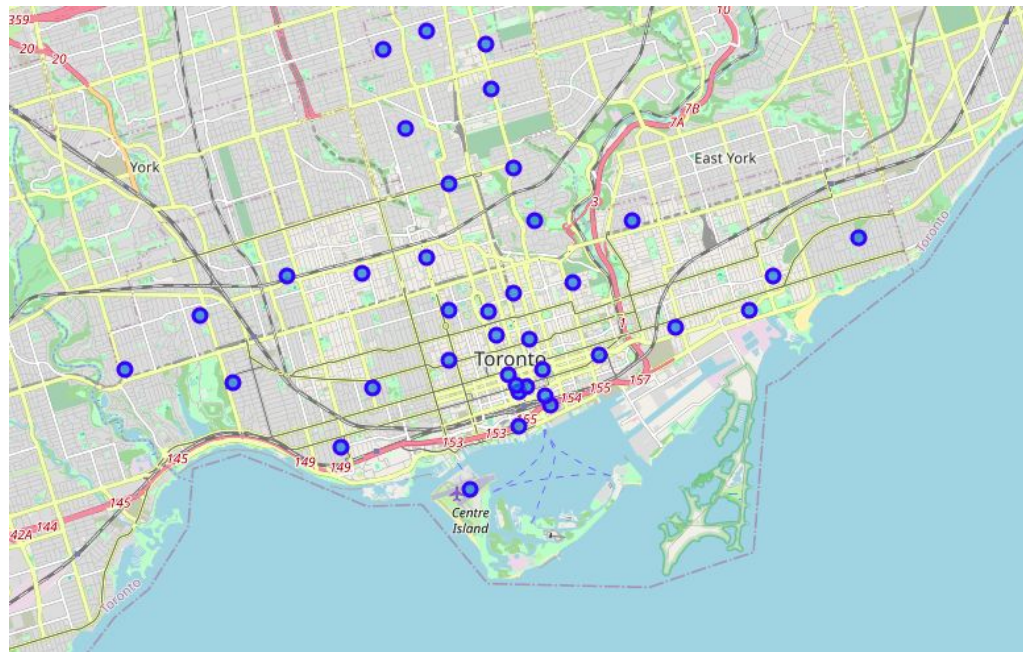
Finding the perfect neighborhood

- For those who want to move, it is imperative that they find the neighborhood in which they want to live before they find a house
- Searching for house takes on average 3 to 6 weeks, but this cannot be extended for a much longer period of time if the buyer does not know and what location they want to live
- An area that has many similar competitors will force prices down for all parties involved, therefore it is best for Samantha to open a bakery in an area that does not have many competitors
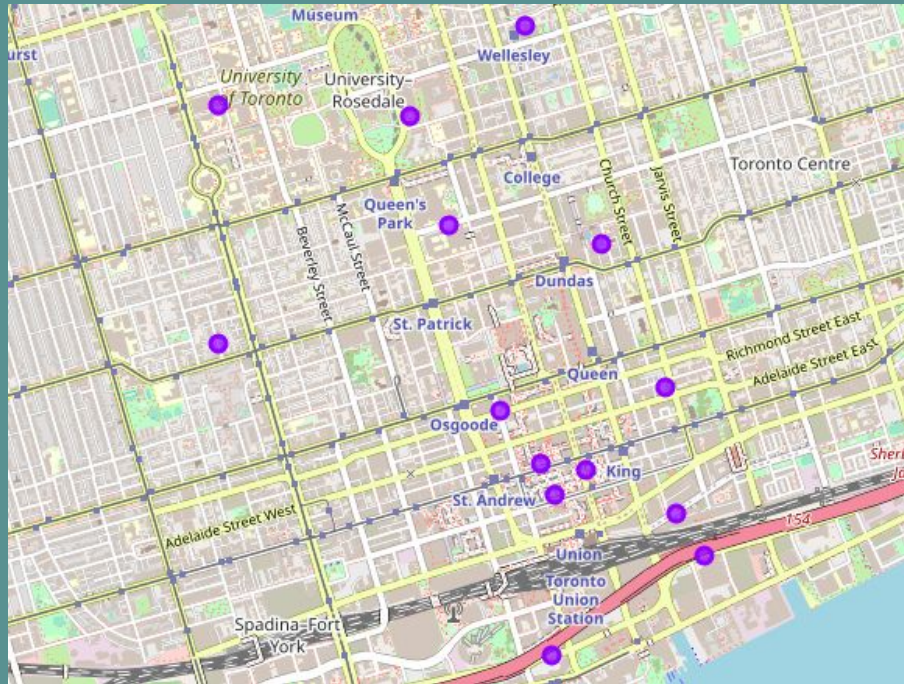
Data Acquisition and Cleaning

- Data Sources: Foursquare API and Toronto geolocation data
- In the raw data set of all neighborhoods, there were 133 different postal codes in the data set
- We elected to remove any data that did not have an assigned borough, eliminating a few postal codes
- Once we focused in on neighborhoods that were sold in Toronto that number decreased to 38 postal codes

A map showing all of the neighborhoods contained in our Toronto neighborhoods data set

Clustering the Data

Because Samantha wanted to live in a popular neighborhood, we decided to cluster the Toronto neighborhood data set. We use the question method in order to illuminate any neighborhoods that were not very popular and that we did not believe would garner a lot of foot traffic. In the map, we can see that the most popular neighborhoods are located in in around downtown Toronto. Because of this we decided to focus specifically on downtown Toronto.

Finding Samantha's Future Home

After focusing in on the most popular neighborhood in Toronto, we decided to look for the dissent and see which of these neighborhoods had popular bakeries. Those neighborhoods were automatically eliminated from consideration as Samantha said she did not want to live in a neighborhood that could potentially have a lot of competition.

After these neighborhoods really needed, we focused in on the remaining neighborhoods and what venues each of these neighborhoods offered. Samantha requested that we find her neighborhood they contain a sushi restaurant, or yoga studio, and a grocery store. Samantha also mentioned that she did not want to live over one hour away from the beach so we illuminated any neighborhoods that were too far inland to meet her request. After for filling all of the above criteria we found two neighborhoods that fit all of Samantha's needs.

Queens Park or Ontario Provincial?

Both Queens Park and Ontario Provincial District fulfilled all of Samantha's requirements. However when looking at the map, Queens Park is located in an area with many major hospital systems, meaning it would garner a lot of the traffic. Queens Park is also closer to popular tourist areas such as The Annex and it's closer to the beach than Ontario Provincial District is. Because Queens Park seems like a more lively area, we recommend that Samantha looks for her future home in Queens Park in downtown Toronto.