

# Selecting Location for an Apartment Building in Toronto

## Introduction:

This project aims to find the ideal location for Apartments20 to build an apartment building in the city of Toronto, Canada. Apartments20 specializes in building apartments geared towards millennials. The company has had success in moderately sized cities across Canada. Now, the company is looking to take its business to the next level by expanding to the most populous city in the country. With nearly one and a half million millennials currently residing in the region (almost 20% of the total millennial population in Canada),<sup>1</sup> there is no shortage of potential tenants. That being said, the company has had trouble deciding on the ideal location of their breakthrough building.

After doing some additional research on millennials' preferences when choosing a residence, the company determined that millennials place a high degree of value on the neighborhood in which they live. So, the question becomes: what type of neighborhood is ideal? Apartments20 knows that millennials are a very-health conscious generation and prefer to be within walking distance of a gym or other trendy health studio (e. g. yoga studio, crossfit gym, spin classes). They also enjoy their nightlife and love to have multiple options for dining. Apartments20's goal is to find a location that will attract millennials by allowing them easy access to their favorite activities and venues.

## Business Problem:

Apartments20 is looking to find neighborhoods in the city of Toronto that would be the most suitable for their new apartment building. Based on the research mentioned above, the ideal neighborhood for their new building will have close vicinity to health studios, a variety of restaurants, and nightlife destinations.

## Data:

To find the best neighborhood for Apartments20 to build their new apartment building, I will use the Foursquare public dataset. I can use this data to find venues (e.g. Gym, Pizza Place, Hotspot Restaurant, etc.) in the neighborhoods of Toronto. More specifically, I can use the Foursquare API to get a list of all the venues within a given radius of a pair of geographical coordinates. To access the latitude and longitude of neighborhoods in Toronto I will be scraping the Wikipedia page entitled "List of postal codes of Canada: M." This will give me a list of the various neighborhoods and the postal codes they correspond to. Then I will be using data from the csv file (located here: [http://cocl.us/Geospatial\\_data](http://cocl.us/Geospatial_data)) to associate these neighborhoods with geographical coordinates.

**Works Cited:**

1. Clinkard, John. "Canada's Millennials – Where Are They Now and Where Are They Moving? - Constructconnect.com." *Daily Commercial News*, 25 Apr. 2019, [canada.constructconnect.com/dcn/news/economic/2019/04/canadas-millennials-now-moving](https://canada.constructconnect.com/dcn/news/economic/2019/04/canadas-millennials-now-moving).