

Recommending new services and business to develop

A way to satisfy population of Montreal, Canada

Context

Usually, someone lives in a neighbourhood that suits him or her in terms of the price of rent and services offered.

City politicians need advice on services and businesses that need to be developed to better satisfy their constituents.

Data acquisition and cleaning

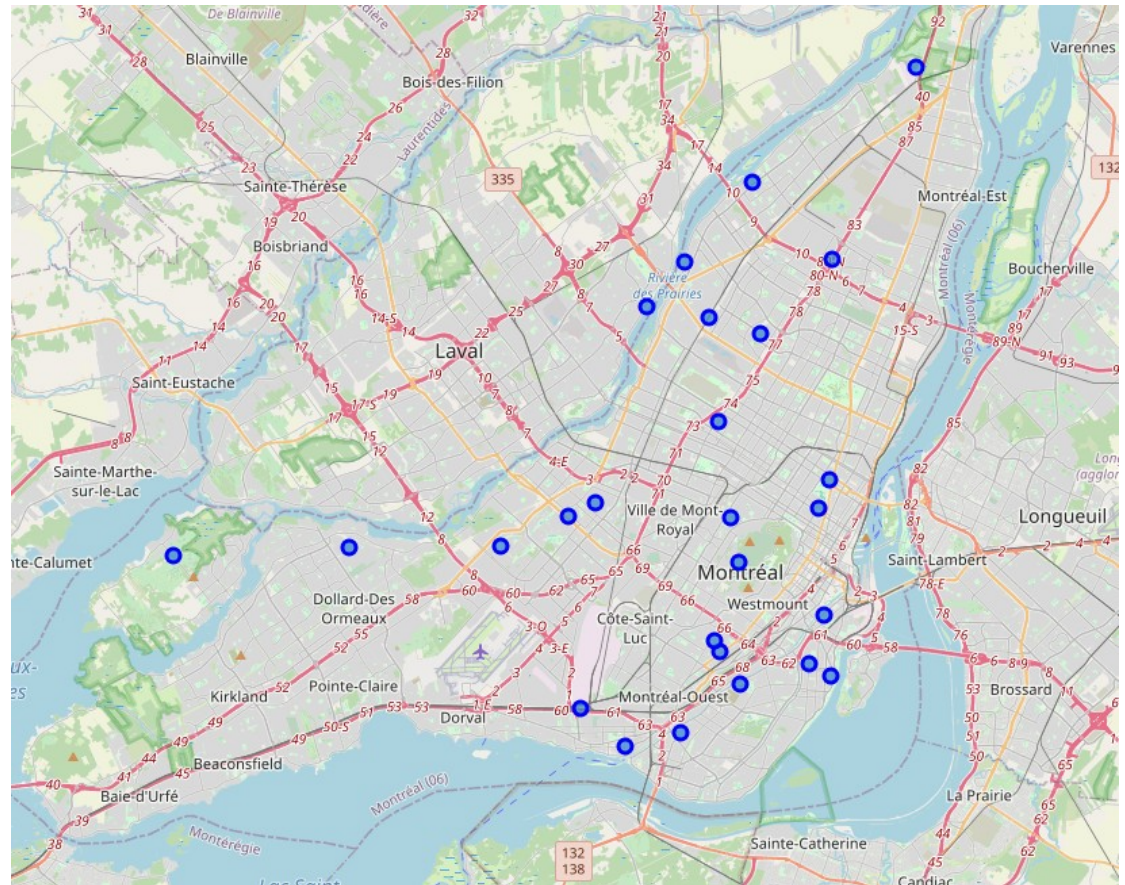
- The list of services and shops in Montreal (API Foursquare)
- The survey conducted by the City of Montreal in 2016
 - Respondant profile : age group, education level, postal code
 - Satisfaction level from 1 to 4

Reduction of bias

- Initial Survey
 - 7600 respondents
- After deleting respondents who are missing a necessary response to the analysis
 - 6800 respondents in 100 geographical areas
- After conservation of significant samples
 - 3900 respondents in 25 geographical areas

Results

- The recommendations can be done for these 25 geographical areas



Results

- For instance, in the H1A area, we recommend to develop these services and businesses
 - Supermarket, Coffee Shop, Sushi Restaurant, Dessert Shop, Fast Food Restaurant, Automotive Shop, Gym, Brewery, Indian Restaurant, Bar, French Restaurant, Café, Breakfast Spot, Sandwich Place, Tea Room, Bakery, Portuguese Restaurant, Concert Hall, Pizza Place, Greek Restaurant, Hotel, Burger Joint, Bank
- Recommendations of all other 24 areas are available in the report