

The Battle of Neighborhoods

Capstone Project:

Best location for Yoga Studio in Toronto

coursera



Data:

Foursquare API

Google Maps API

Wikipedia

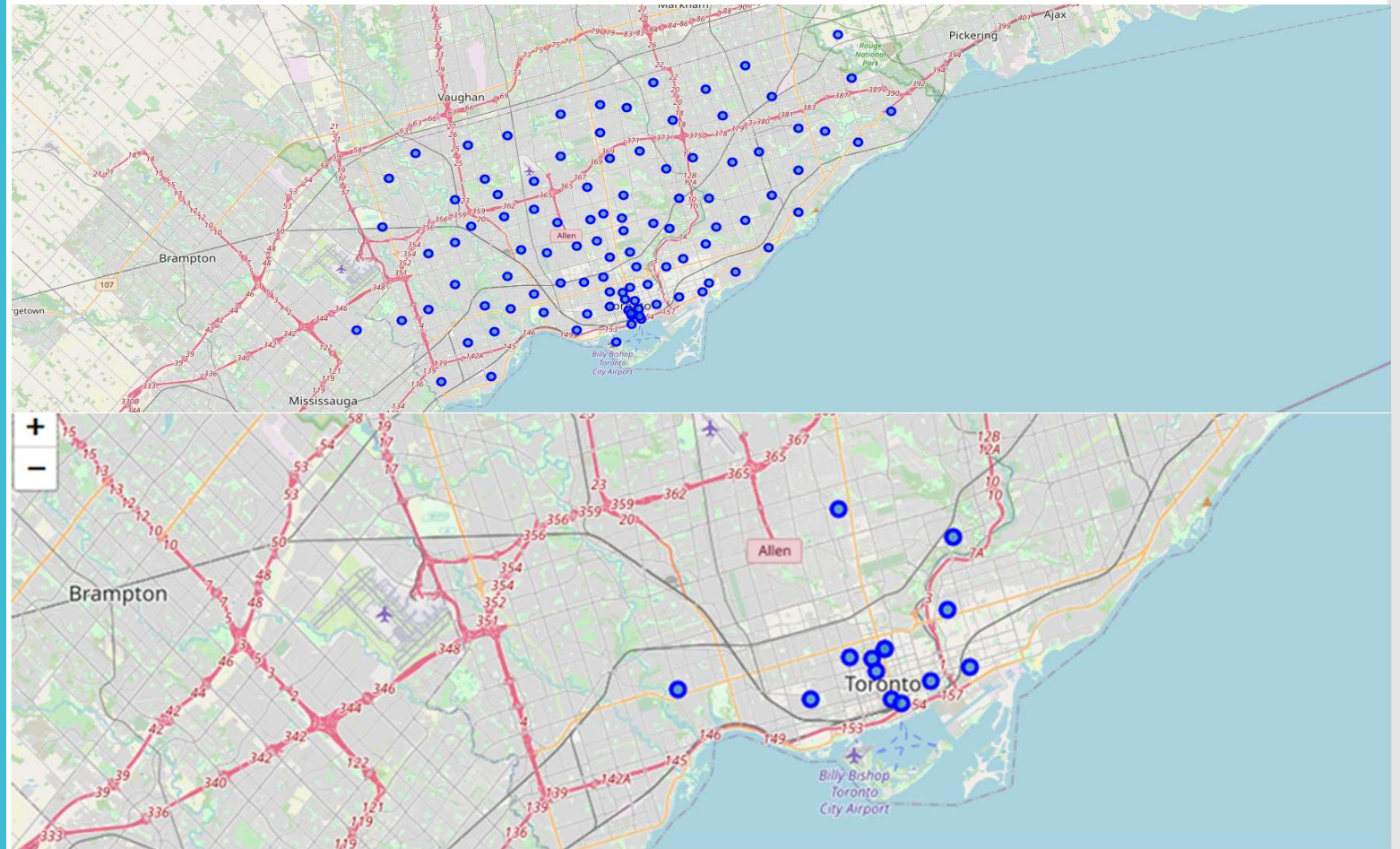
The objective of the project is **finding a location for my Yoga Studio in Toronto**. For this purpose, I'm going to study the different neighborhoods, to check if they already have a Yoga Studio, and the characteristics of the neighborhood, to find the most convenient



Internal Use

Map of Toronto neighborhoods

Map of Yoga Studios



We obtain **13**
Yoga Studios in
Toronto,
therefore there
are **89**
neighborhoods
suitable for
opening our
Studio

- We filter the neighborhoods without Yoga Studios as we don't want competence in the neighborhood.
- We are going to find where the vegetarians and vegan restaurants are located, as its public could be potential public for our Yoga Studio, and we could do some publicity campaigns in the restaurants and surroundings to attract people to our Yoga Studio
- The Venue category associated is: Vegetarian / Vegan Restaurant, and there are 17 in Toronto.
- The greatest number of vegan restaurants are in:
Kensington Market, Chinatown, Grange Park
Richmond, Adelaide, King for analysis

Neighbourhood	VegRest
Kensington Market, Chinatown, Grange Park	4
Richmond, Adelaide, King	3
Toronto Dominion Centre, Design Exchange	1
Harbourfront East, Union Station, Toronto Islands	1
First Canadian Place, Underground city	1

The best place for our Yoga Studio is “Kensington Market, Chinatown, Grange Park”

- For determine which one is more convenient we will study the characteristics of the neighborhoods (the type of shops, restaurants and venues)
- For this purpose, we are going to retrieve all the information from venues from FourSquares, and make a report of the 5 more frequent venues in each area:

```
----Kensington Market, Chinatown, Grange Park----
venue freq
0      Café 0.07
1      Bar 0.07
2      Coffee Shop 0.06
3      Vietnamese Restaurant 0.06
4      Vegetarian / Vegan Restaurant 0.06
```

```
----Richmond, Adelaide, King----
venue freq
0 Coffee Shop 0.08
1 Hotel 0.05
2 Café 0.05
3 Restaurant 0.04
4 Gym 0.04
```

- “Kensington Market, Chinatown, Grange Park”, has many coffees and Asian and vegetarian restaurants. People who enjoy these venues could potentially like Yoga, as Asian food is healthier than other types off restaurants.
- However, “Richmond, Adelaide, King”, has a high concentration of gyms (that could be competence for our Studio) and hotels that could mean that it is a tourist or business area (with not local people which is our target public).