**ReadMe File for CoffeeShop**

**1) Introduction/ Business Problem**

The idea of this study is to help people planning to open a new Coffee Shop in the city of Toronto to chose the right location by providing data about the income and population of each neighbourhood as well as the competitors already present on the same regions.

**2) Downloading and Prepping Data**

To provide the stakeholders the necessary information I'll be combining Toronto's 2016 Census that contains Population, Average income per Neighbourhood with Toronto's Neighbourhoods shapefile and Foursquare API to collect competitors on the same neighbourhoods.

Toronto's Census data is publicly available at this website: [*https://www.toronto.ca/city-government/data-research-maps/open-data/open-data-catalogue/#8c732154-5012-9afe-d0cd-ba3ffc813d5a*](https://www.toronto.ca/city-government/data-research-maps/open-data/open-data-catalogue/#8c732154-5012-9afe-d0cd-ba3ffc813d5a)

Toronto Neighbourhoods' shapefile is publicly available at this website: [*https://www.toronto.ca/city-government/data-research-maps/open-data/open-data-catalogue/#a45bd45a-ede8-730e-1abc-93105b2c439f*](https://www.toronto.ca/city-government/data-research-maps/open-data/open-data-catalogue/#a45bd45a-ede8-730e-1abc-93105b2c439f)

**3) Methodology**

For this report I used a few different maps that could help a new investor to decide the best neighbourhood to open a coffee shop in Toronto based on it's income, population and available competitors. In order to do that I've used the 2016 Census information combined with Foursquare data to know which neighbourhood has a coffee shop in its top10 list and also those neighbourhoods which are wealthier than the rest and are well populated.

**4) Results**

Based our analysis we figure out that there are several neighbourhoods which don’t have a coffee shop in its top10 list. However, not all of them are densely populated and wealthy. Islington Avenue, Malvern and Rogue are the top 3 neighbourhoods to open a coffee shop as they have less competitors in the surrounding and are wealthy and densely populated.

**5) Discussion**

When I first decided to create this study I was expecting to find clusters of cafes in certain regions but the final result didn't meet that expectation**.**

**6) Conclusion**

This report may be helpful for someone planning on opening a coffee shop in Toronto, by comparing the current offers and neighbourhoods profiles, however it may not cover all variables such as access to public transportation so it shall not be used as a single decision making tool.