Identifying Franchise Locations in Toronto
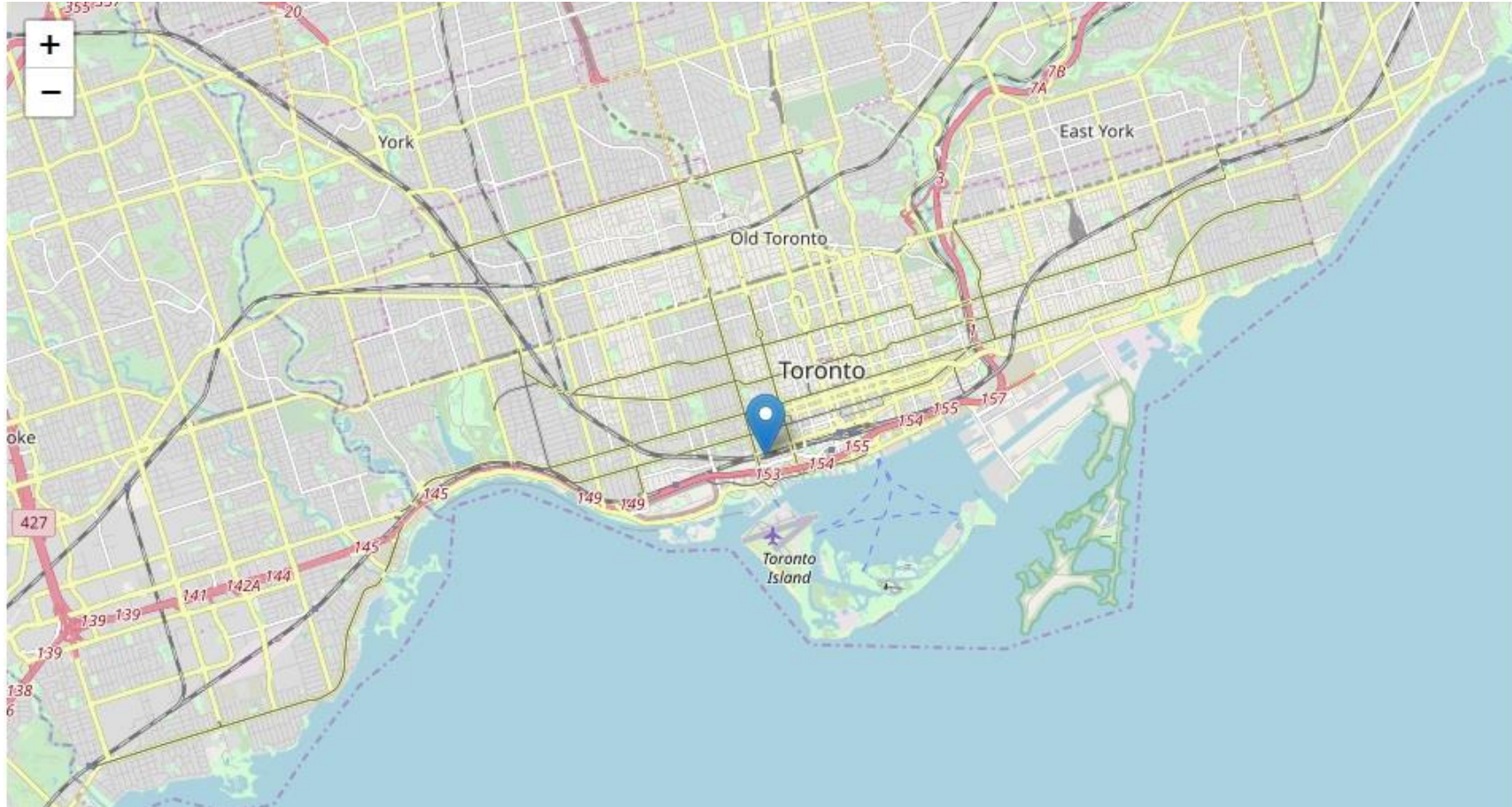
Business Problem

- Identify potential neighbour hoods to open coffee shops.
- Ideally the neighbourhoods will be:
-        1. Closer to Downtown
-        2. Low density of Coffee Shops
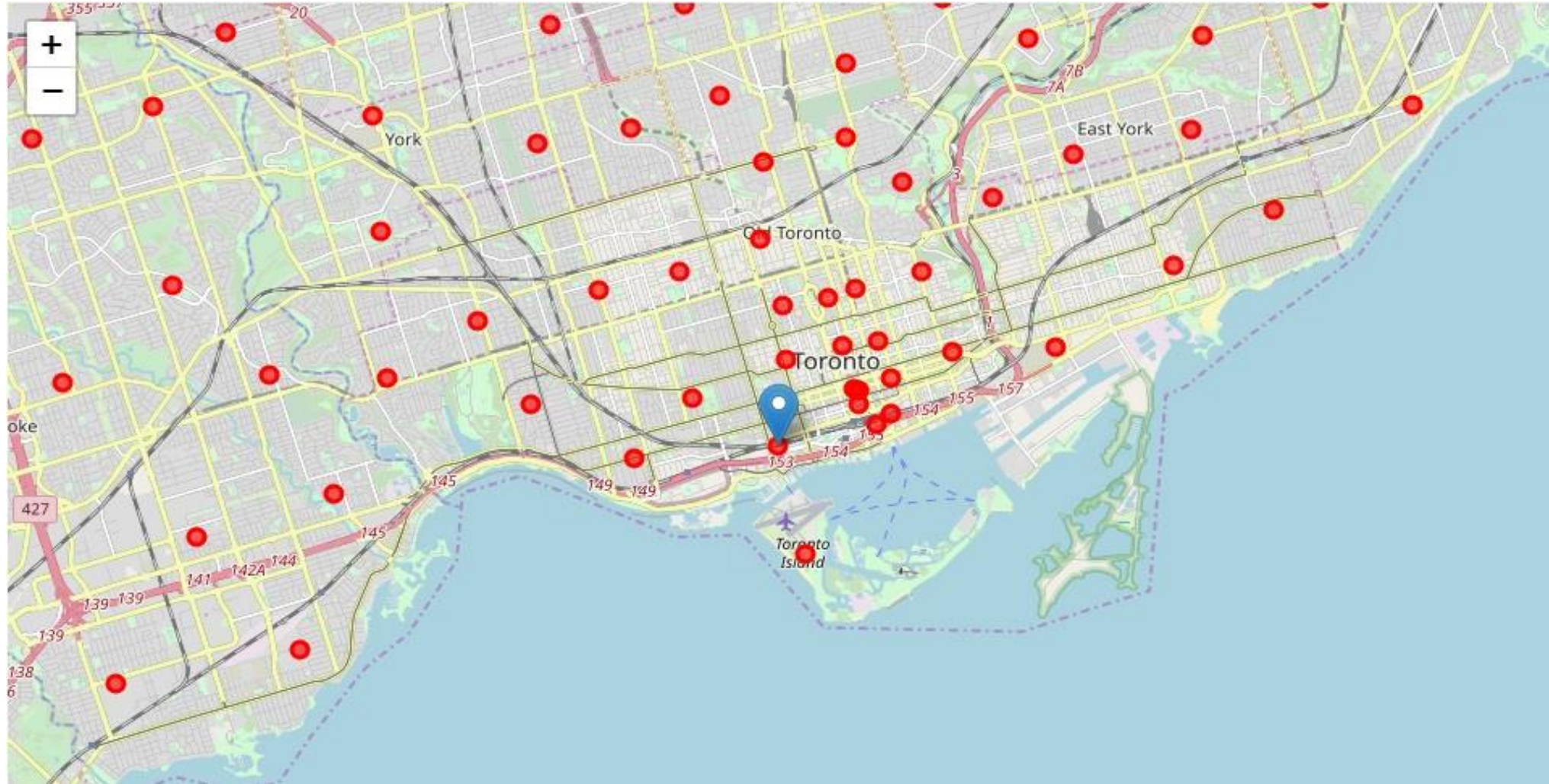-   3. Poorly rated coffee shops

- The Following data frame will be used for analysis:

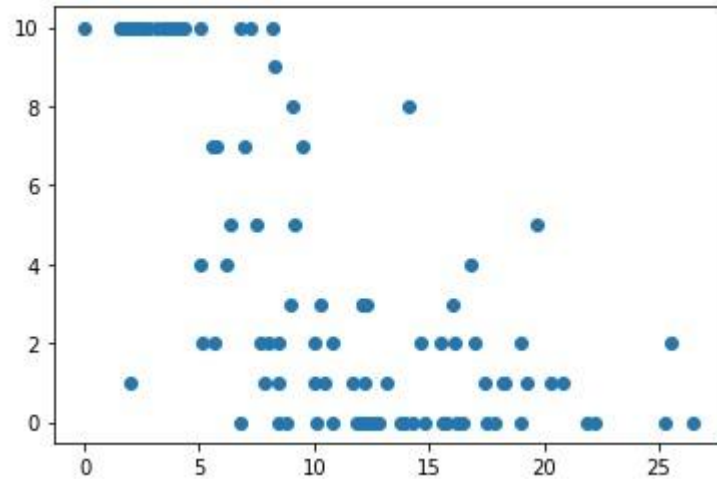|	Postcode	Borough	Neighbourhood	Latitude	Longitude	Distance (km)	Number of Coffee Shops	Average Rating
35	M4B	East York	Woodbine Gardens,Parkview Hill	43.7063	-79.3094	10.315336	3	Not Available
38	M4G	East York	Leaside	43.7124	-79.3644	8.485618	2	Not Available
39	M4H	East York	Thorncliffe Park	43.7059	-79.3464	8.443861	0	Not Available
44	M4N	Central Toronto	Lawrence Park	43.7301	-79.3935	9.977952	1	Not Available
48	M4T	Central Toronto	Moore Park,Summerhill East	43.6899	-79.3853	5.617722	2	Not Available
50	M4W	Downtown Toronto	Rosedale	43.6827	-79.373	5.163019	2	Not Available
59	M5J	Downtown Toronto	Harbourfront East,Toronto Islands,Union Station	43.623	-79.3936	1.990998	1	Not Available

City Center (CN Tower) on Toronto Map

Neighbourhoods marked in red (Folium Map)

Conclusion:

Identified the following Neighbourhoods based on relative proximity to CN Tower.

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{'Bedford Park,Lawrence Manor East',
 'Caledonia-Fairbanks',
 'Glencairn',
 'Harbourfront East,Toronto Islands,Union Station',
 'Humber Bay Shores,Mimico South,New Toronto',
 "Humber Bay,King's Mill Park,Kingsway Park South East,Mimico
NE,Old Mill South,The Queensway East,Royal York South East,Sun
nylea",
 'Kingsway Park South West,Mimico NW,The Queensway West,Royal
York South West,South of Bloor',
 'Lawrence Heights,Lawrence Manor',
 'Lawrence Park',
 'Leaside',
 'Moore Park,Summerhill East',
 'Rosedale',
 'Roselawn',
 'The Junction North,Runnymede',
 'The Kingsway,Montgomery Road,Old Mill North',
 'Thorncliffe Park',
 'Woodbine Gardens,Parkview Hill'}
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Recommendation

- Use premium Calls on FourSquare API for:

- Tips on each venue.

- User Activity : (new checkins in 24 hours)

- This will help identify poor performing coffee shops which can be put out of business.