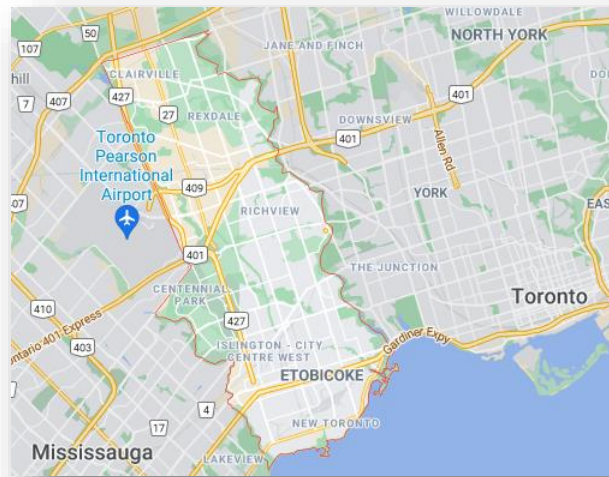


## Applied Data Science Capstone

### Capstone Project – The Battle of Neighborhoods

## What is the right neighborhood to open a new Bank in Etobicoke-Toronto?



### Business Problem

An investor is interested in opening a new Bank in the city of Etobicoke, Toronto. This city is the fourth with the most neighborhoods (Figure 1), with 175.647 inhabitants and an average income per inhabitant of \$ 43.175 (*Source: [https://en.wikipedia.org/wiki/Demographics\\_of\\_Toronto\\_neighbourhoods](https://en.wikipedia.org/wiki/Demographics_of_Toronto_neighbourhoods)*). The investor asked his new business department through his team of Data Scientists an analysis that allows generating recommendations of which is the ideal neighborhood to open to the new Bank based on three considerations: 1) Less competition 2) Greater amount of new clients, 3) Potential clients with better income. From these preliminary variables, the neighborhood where the new bank headquarters will be opened must be identified.

