

A stylized sun graphic on the left side of the slide. It features a solid yellow circle at the bottom left, with several short, curved yellow lines above it, suggesting rays. The background is split into an orange upper half and a white lower half by a curved line.

# Choosing Coffee Shop Location



Real estate  
is expensive

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Client wants to open a series of  
coffee shops in the GTA

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Toronto real estate is expensive

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They don't want to take a  
gamble on a location and not  
get a positive ROI

What we can  
do

We can assess various locations for  
suitability using data already out  
there



Existing venues provide information

**Competition**

**Opportunity**

# Analytic Plan

Use

Use k-means clustering to cluster GTA forward sortation areas

Base

Base clustering on venue types

Provide

Provide additional economic data for each area



# Data Requirements

- Neighbourhood FSA data
- Co-ordinate data for FSA
- Economic data for FSA
- Venue type data

# Data Sources

- Neighbourhood FSA data
  - Wikipedia
  - [https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada:\\_M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
- Co-ordinate data for FSA
  - Statistics Canada's
- Economic data for FSA
  - Canada Revenue Agency
  - <https://www.canada.ca/en/revenue-agency/programs/about-canada-revenue-agency-cra/income-statistics-gst-hst-statistics/individual-tax-statistics-fsa/individual-tax-statistics-fsa-2017-edition-2015-tax-year.html>
- Venue type data
  - Four Square API

# Data Cleaning

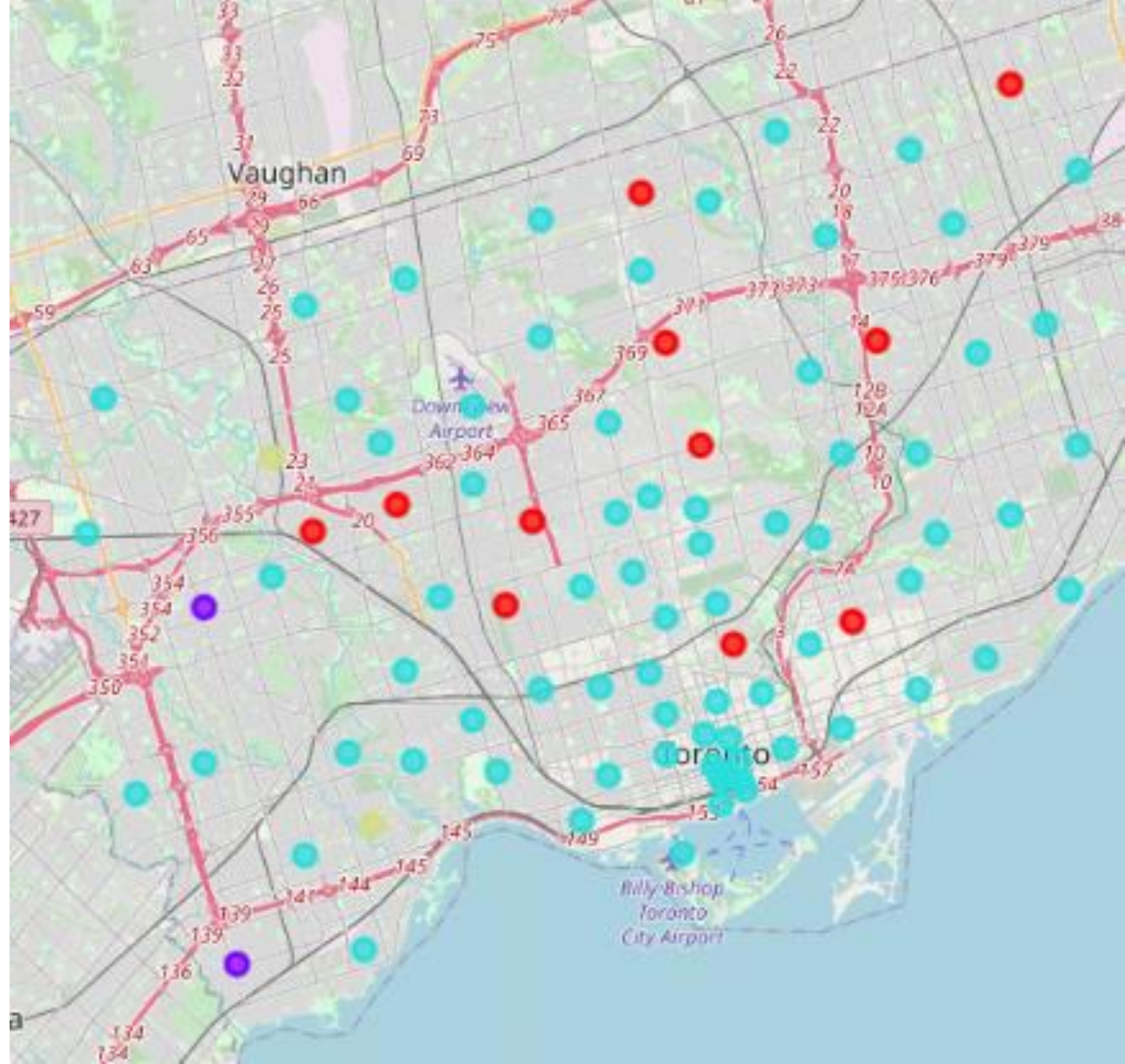


Data checked for missing or irrelevant data points



4 rows (out of 94 rows)  
dropped due to missing data


# 4 Identified Clusters







## Most promising cluster

- The cluster represented in red appeared the most promising
  - High number of recreational venues
  - Low number of existing food and drink services
  - No coffee shops/cafes in the top 10 venues
  - Diverse geography
  - Diverse income range
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Borough	Total Population	Total Income per Cap	Net Income per Cap	Taxable Income per Cap	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
North York	26010	44054.98	40817.49	39324.14	3Park	Food & Drink Shop		Yoga Studio	Dance Studio	Eastern European Restaurant	Drugstore	Donut Shop	Dog Run	Distribution Center	Discount Store
North York	22570	54777.94	50934.51	49339.3	3Park	Japanese Restaurant	Pub		Metro Station	Yoga Studio	Dance Studio	Donut Shop	Dog Run	Distribution Center	Discount Store
York	30200	34659.74	32632.25	30979.5	3Park	Women's Store		Pool	Yoga Studio	Curling Ice	Drugstore	Donut Shop	Dog Run	Distribution Center	Discount Store
East York	26970	50671.97	46201.45	44701.63	3Park	Convenience Store		Metro Station	Yoga Studio	Dance Studio	Drugstore	Donut Shop	Dog Run	Distribution Center	Discount Store
North York	16150	34011.76	31900.06	30049.97	3Park	Construction & Landscaping		Bakery	Yoga Studio	Deli / Bodega	Eastern European Restaurant	Drugstore	Donut Shop	Dog Run	Distribution Center
North York	28490	40288.1	37400.14	35991.65	3Park	Yoga Studio		Dance Studio	Eastern European Restaurant	Drugstore	Donut Shop	Dog Run	Distribution Center	Discount Store	Diner
Central Toronto	12020	211828.8	199085.5	192124.7	3Park	Swim School		Bus Line	Yoga Studio	Dance Studio	Drugstore	Donut Shop	Dog Run	Distribution Center	Discount Store
York	19260	33422.27	31354.36	29138.42	3Park	Convenience Store		Yoga Studio	Dance Studio	Eastern European Restaurant	Drugstore	Donut Shop	Dog Run	Distribution Center	Discount Store
North York	6520	133867.6	125571.9	122879.3	3Park	Convenience Store		Yoga Studio	Dance Studio	Eastern European Restaurant	Drugstore	Donut Shop	Dog Run	Distribution Center	Discount Store
Scarborough	46190	28185.36	26218.77	24482.46	3Playground	Park		Yoga Studio	Curling Ice	Drugstore	Donut Shop	Dog Run	Distribution Center	Discount Store	Diner
Downtown Toronto	11600	202622.1	190372.7	184430.5	3Park	Playground		Trail	Yoga Studio	Curling Ice	Drugstore	Donut Shop	Dog Run	Distribution Center	Discount Store



# Red Sector Data





# Conclusion

- Identified a cluster of 11 regions in the GTA suitable for the opening of a coffee shop
- This region is spread geographically and has a range of income levels within it
- There is low competition with high foot traffic potential



# Future Directions



Identify real estate targets



Assess price using income data for the region



Once targets are identified more detailed data will need to be gathered

E.g. physical location assessment, market value assessment