# Problem Statement

A client would like to open a coffee shop. They don’t know what location would be best, but they want to do it somewhere in the GTA

# Desired Outcome

They want a location that is not too competitive but will allow a lot of foot traffic

# Proposed Approach

I’ll identify clusters of existing venues within boroughs of the GTA. This will give an indication of what venues are already popular in an area. This will inform the likelihood of there being foot traffic and whether there is likely to be serious competition already there

# Data Used

Postal code data for boroughs and neigbourhoods

Co-ordinate information for the postal codes

Four Square venue information

# Proposed Solution

This is an excellent application a cluster algorithm. I’ll perform k-means clustering to identify clusters of popular venues. I’ll then identify the cluster that has the most potential for the client.