

Where To Find Partners For Food Delivery Service

A photograph of a white ceramic tray resting on a colorful, patterned cloth. On the tray sits a small potted plant with green, succulent-like leaves in a gold-colored pot with a geometric Greek key pattern. Next to it is a white ceramic mug shaped like a woman's face with her eyes closed and a slight smile. To the right of the mug is a tall, dark brown wooden pepper mill. The tray is positioned on a light-colored wooden surface.

Jihoo Park

In Montreal, where is the most active area for restaurant business?

Restaurant business includes:

Restaurants, pubs, gourmet stores,
coffee shops, delis ...

- Food or drink which can be delivered to customers' places
- Items for the client's service



Who is the client?

A startup company
which launches a mobile application
for **food delivery** service

What is the client's **question**?

“What is the best neighborhood
in Montreal to find **partners**? ”

What is the client's **plan**?

- Open a temporary **pop-up stand**
- Prefer an area which has many food related venues
- Advertise their service providing information
- Encourage owners to be their partners visiting the venues
- Promote the customers in the area as their potential users



Data used to find the neighborhood:

Venue data from exploration of the city

→ names, categories, coordinates,
addresses, distances ...

Clustered data from
100 venues' information

→ Clustered by category
to distinguish food business places
from others





How the result came out?

Using API by Foursquare:

Creation of URL, including credentials, coordinates, radius
GET request was sent

Obtaining data by JSON:

Extraction of essential information
Normalization in a form of dataframe

Clustered by categories:

Clustering data based on categories of the venues
Merging the result of clustering and the existing dataframe

Visualized by Folium:

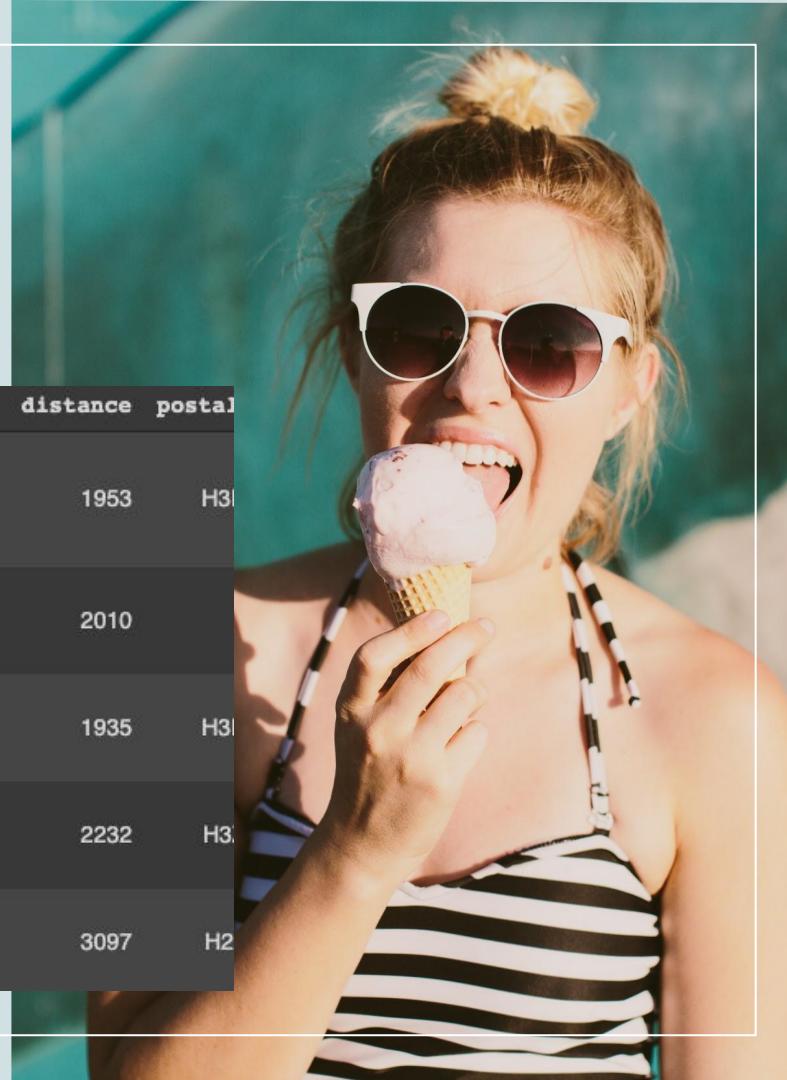
Spots are displayed on maps
Focused on Montreal downtown

Results

Data:

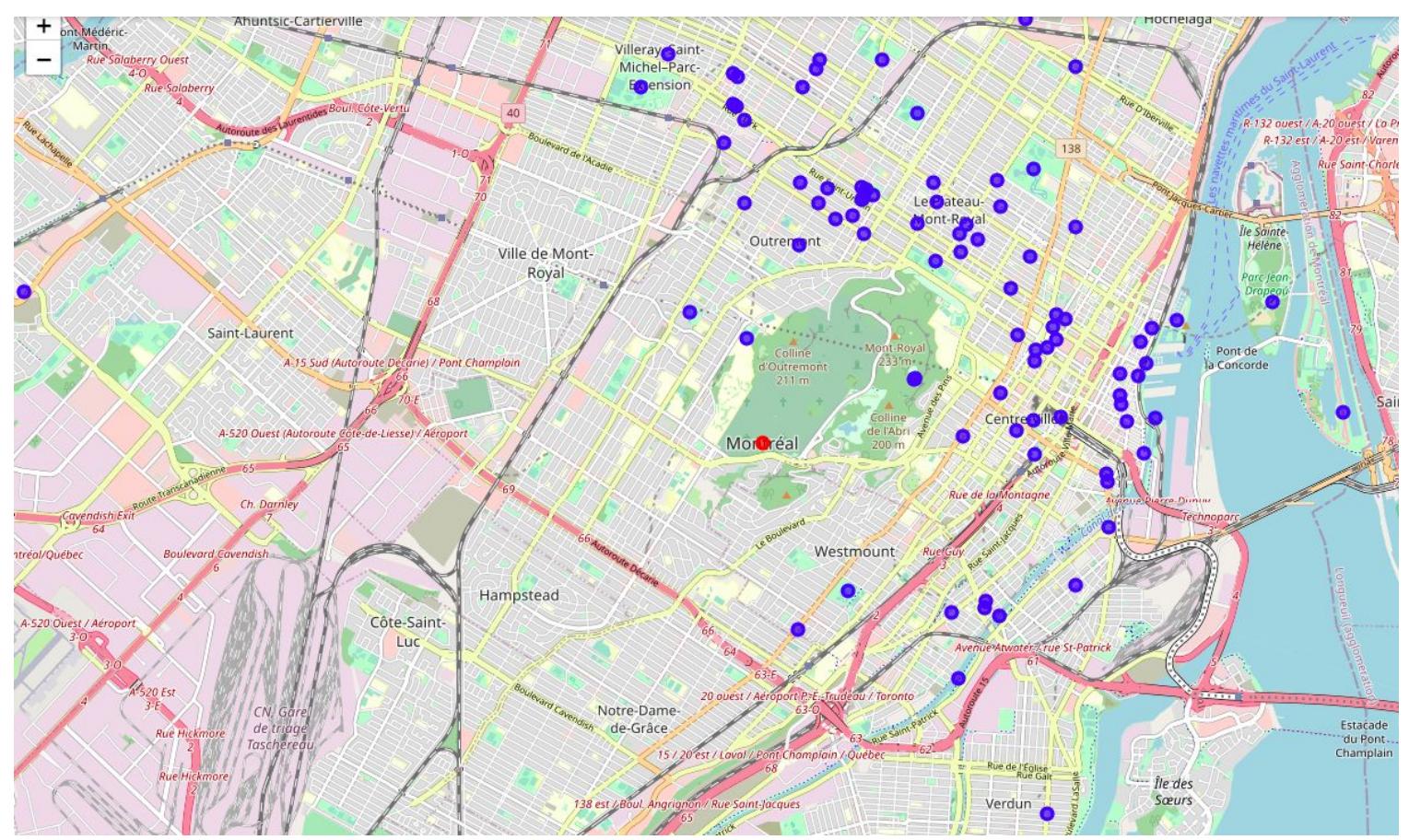
100 venues were returned.

	name	categories	address	lat	lng	labeledLatLngs	distance	postalCode
0	Parc du Mont-Royal	Park	1260 Chemin Remembrance	45.504079	-73.587321	[{"label": "display", "lat": 45.50407921694641..., "lng": -73.587321}	1953	H3C
1	Parc Westmount Park	Park	Parc Westmount	45.481574	-73.597476	[{"label": "display", "lat": 45.48157356036293..., "lng": -73.597476}	2010	H3C
2	Chalet du Mont-Royal	Historic Site	1196 voie Camillien-Houde	45.503904	-73.587460	[{"label": "display", "lat": 45.503904, "lng": -73.58746}, {"label": "marker", "lat": 45.503904, "lng": -73.58746}...]	1935	H3C
3	Want Apothecary	Clothing Store	4960 Sherbrooke Street, West	45.477508	-73.605049	[{"label": "display", "lat": 45.47750760210334..., "lng": -73.605049}	2232	H3C
4	Drawn & Quarterly	Bookstore	211 rue Bernard Ouest	45.524748	-73.604614	[{"label": "display", "lat": 45.52474756423502..., "lng": -73.604614}	3097	H2Y



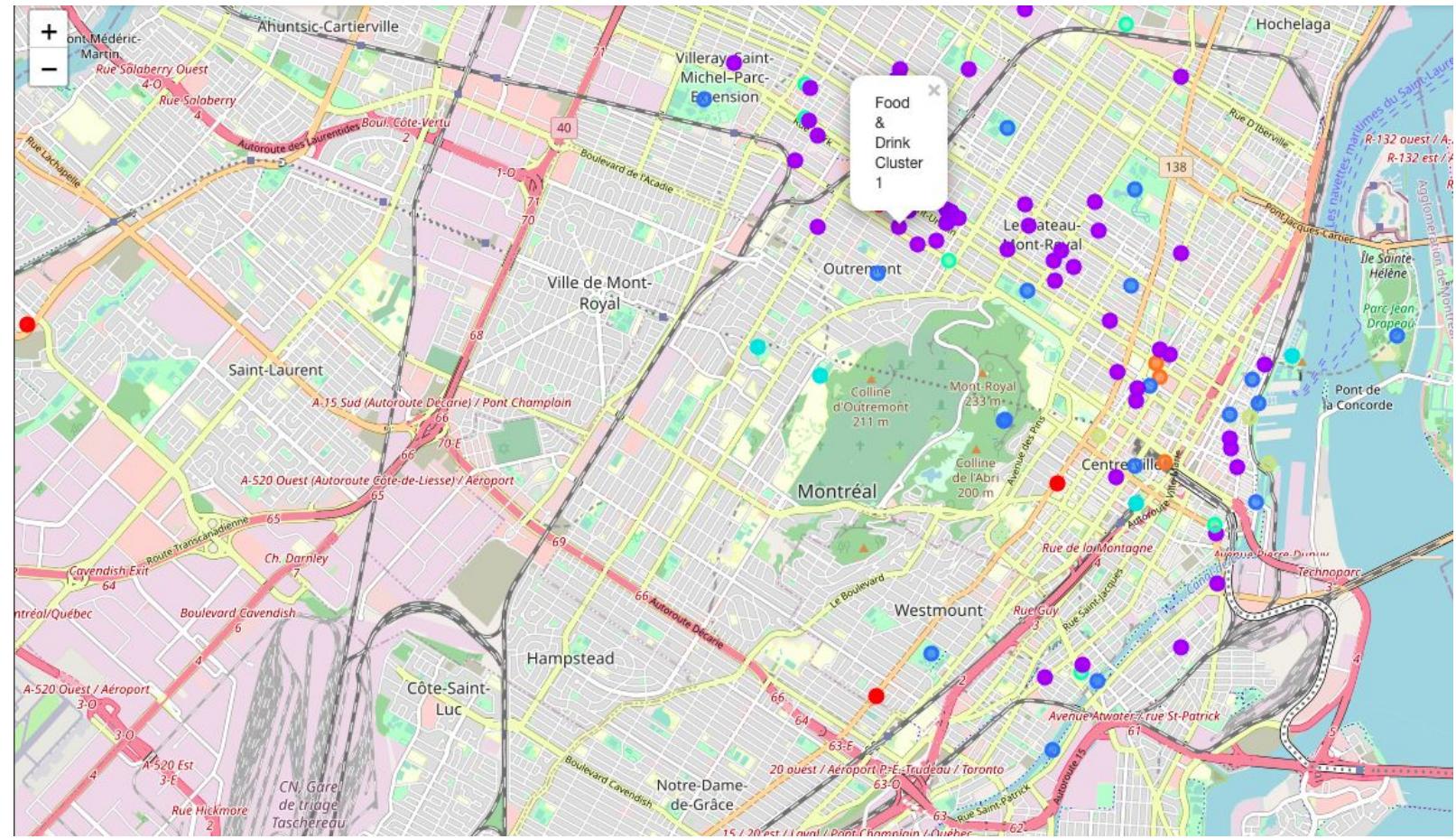
Results

VENUES in MONTREAL



Results

VENUES by TYPE



List of venues of food business

categories	name	address
Food & Drink	Boulangerie Guillaume	5132 boulevard St-Laurent
Food & Drink	Dispatch Coffee	267 St-Zotique
Food & Drink	Cadet	1431, boul. Saint-Laurent
Food & Drink	Café Olimpico	124 rue Saint-Viateur Ouest
Food & Drink	Boucherie Lawrence	5237 St Laurent
Food & Drink	Damas	1201 Van Horne
Food & Drink	La Tamalera	226, avenue Fairmount Ouest
Food & Drink	La Bête à Pain	195 rue Young
Food & Drink	Larry's	9, avenue Fairmount Est
Food & Drink	Café Parvis	433, rue Mayor
Food & Drink	St-Viateur Bagel (La Maison du Bagel)	263 rue Saint-Viateur Ouest
Food & Drink	Caffè Italia	6840 boul. Saint-Laurent
Food & Drink	Café Nocturne	19, rue Prince-Arthur Ouest



List of venues of food business

Food & Drink	Pikolo Espresso Bar	3418B, av. du Parc
Food & Drink	Microbrasserie 4 Origines	1304 St-Patrick
Food & Drink	Café Saint-Henri	260 Place du Marché nord
Food & Drink	Kem CoBa	60 Fairmount Ouest
Food & Drink	Bouillon Bilk	1595, boul. Saint-Laurent
Food & Drink	Trip de Bouffe	277 Avenue Mont-Royal Est
Food & Drink	Le Cartet Resto Boutique	106 rue McGill
Food & Drink	Fromagerie Copette et cie	4650 rue Wellington
Food & Drink	Le Café Bloom	1940, rue du Centre
Food & Drink	Rôtisserie Romados	115 Rue Rachel Est
Food & Drink	Café Vito	151 Villeray
Food & Drink	Le Majestique	4105, boulevard Saint-Laurent
Food & Drink	Café dei Campi	1360 Rosemont



List of venues of food business

Food & Drink	Satay Brothers	3721, rue Notre Dame Ouest
Food & Drink	Café Pista	500 Beaubien E
Food & Drink	Dinette Triple Crown	6704 rue Clark
Food & Drink	SAQ Sélection	155 Av Atwater
Food & Drink	Falafel St-Jacques	345 Rue St-Jacques
Food & Drink	Caffè in Gamba	5263 ave. Du Parc
Food & Drink	Myriade Espresso Bar	4627 Saint-Denis Street
Food & Drink	Au Pied de Cochon	536 Ave. Duluth Est.
Food & Drink	Automne Boulangerie	6500 avenue Christophe-Colomb
Food & Drink	Olive et Gourmando	351, rue Saint-Paul Ouest
Food & Drink	Paquebot	2110 Bélanger
Food & Drink	Fairmount Bagel	74 Fairmount O
Food & Drink	Pub BreWskey	380, rue Saint-Paul Est



List of venues of food business

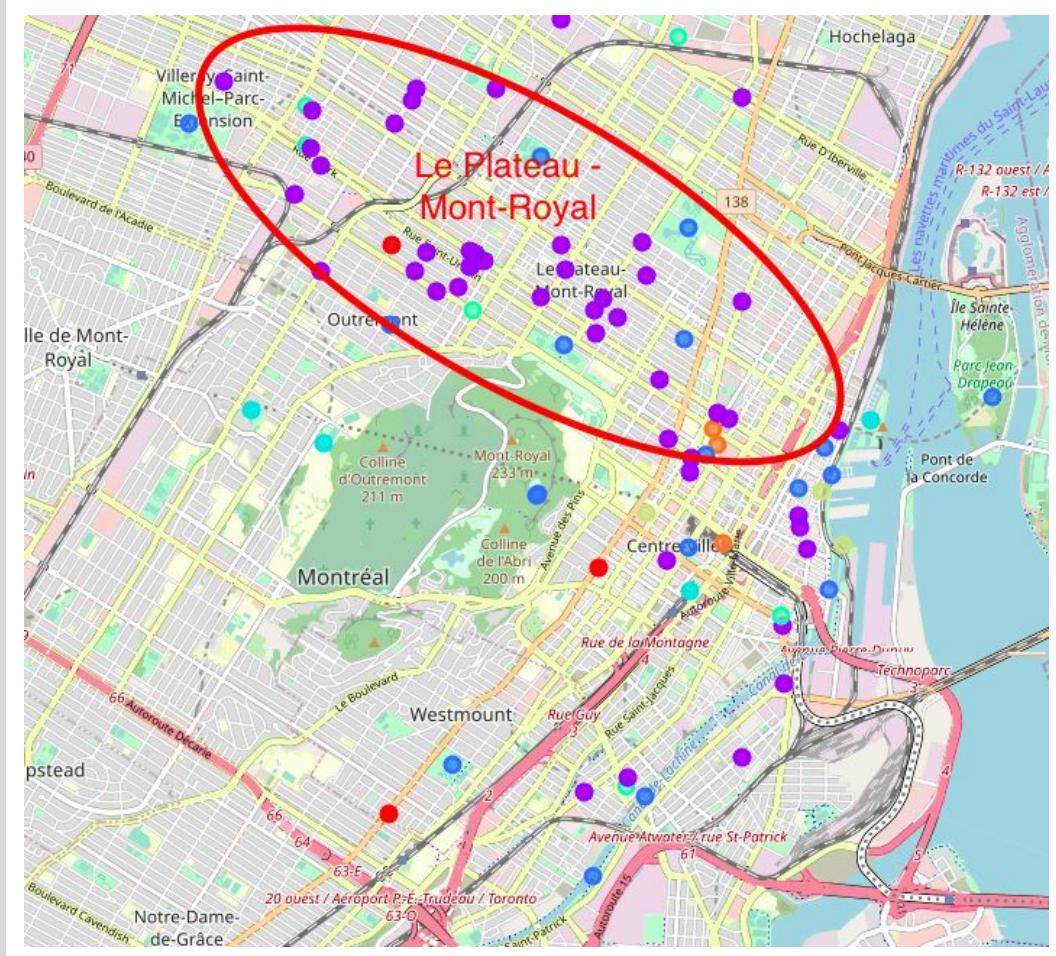
Food & Drink	MaBrasserie	2300, rue Holt
Food & Drink	Ma Poule Mouillée	969 rue Rachel E
Food & Drink	FOU D'ICI	360 boul. De Maisonneuve Ouest
Food & Drink	Hof Kelsten	4524, boul. Saint-Laurent
Food & Drink	Dépanneur Peluso	1900 Rachel
Food & Drink	La Boutique Arhoma	15 Place Valois
Food & Drink	SAQ Sélection	900 Rue Beaubien E
Food & Drink	MELK Bar à Café	1206, rue Stanley
Food & Drink	Bagel St-Lo	5411 rue de Verdun
Food & Drink	Mandy's	423, rue Saint-Nicolas
Food & Drink	Wing Phat	4201 Jarry E
Food & Drink	Chez José	173 Duluth Est
Food & Drink	Café Replika	252, rue Rachel Est
Food & Drink	Le Mousso	1023, rue Ontario Est



Conclusion

Q. Where is the best neighborhood to open the pop-up stand?

A. Le Plateau - Mont-Royal



A photograph of a white round tray resting on a table with a multi-colored chevron-patterned cloth underneath. On the tray is a small potted plant with green, oval-shaped leaves, a white ceramic candle holder shaped like a smiling face, and a wooden pepper mill. The background is blurred.

Thank you