

Find ideal neighborhoods in Toronto
to open an Italian Restaurant



- Finding an ideal neighborhood for a new business can be helped with checking the neighborhoods and the existing venue types.
- It maybe safer to go for a neighborhood to which already has a similar existing business so that it is not entirely risky to open a new business there.

Data

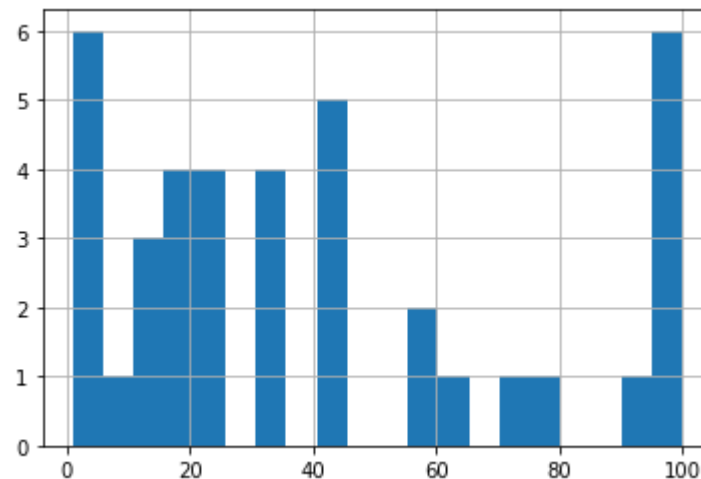
- Neighborhoods in Toronto are scraped from Wikipedia
- The Venues and Venue Categories are obtained using Foursquare.

Data Pre-Processing

- The count of each category of Venue is calculated for each neighborhood.
- Next these values are normalized.
- The top ten categories in each neighborhood are kept for further analysis.

Exploratory Data Analysis

- There is a wide variation in the total number of Venues in each neighborhood.



Clustering like neighborhoods

- It would be preferable to open a business in an area with the presence of other helpful business.

We can choose a neighborhood in a cluster with say more hotels or pizza place if we feel that the presence of these venues might boost the help the new venue.

