



OPENING A PASTRY SHOP IN TORONTO

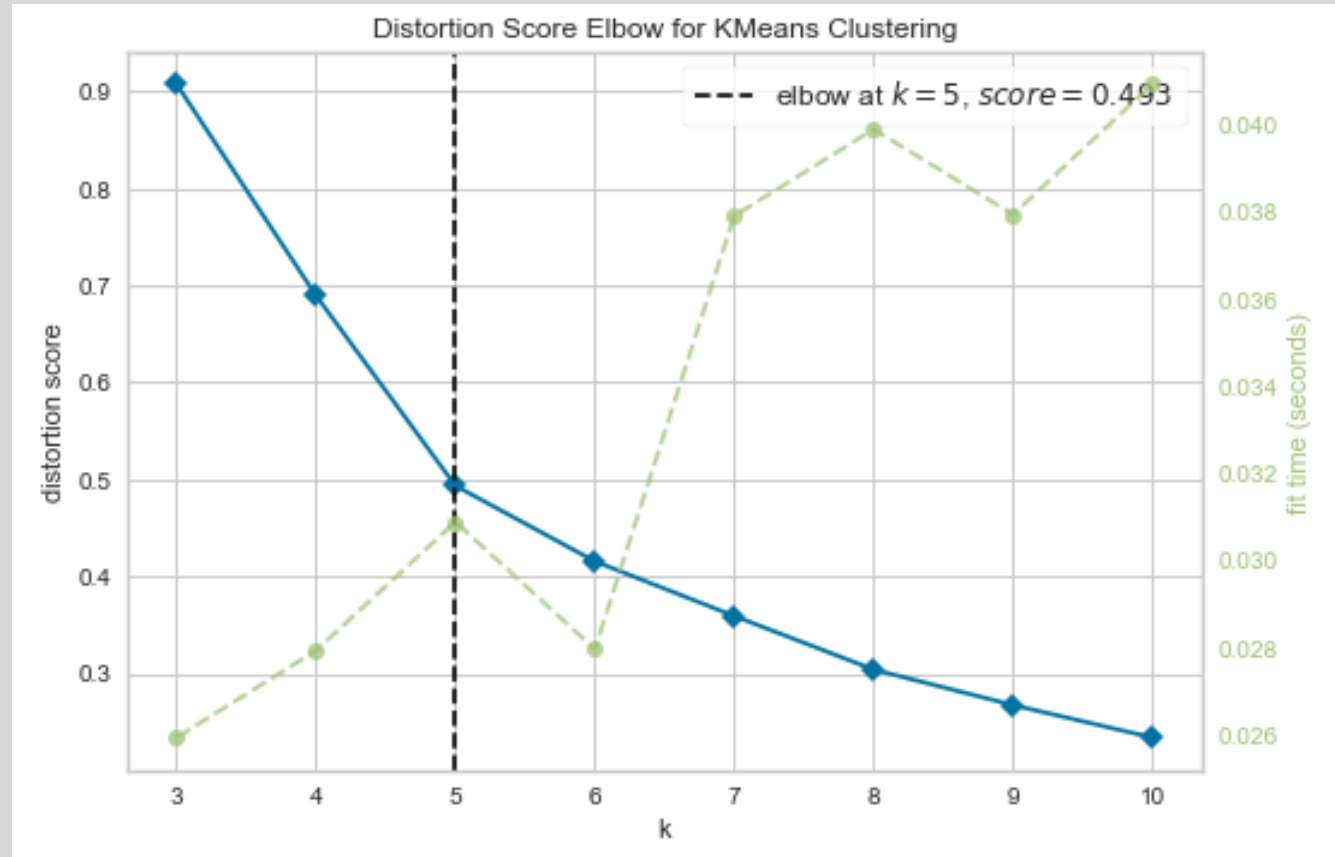
Where to open a pastry shop in Toronto?

- Ontario has the strongest economy in Canada, contributing the highest GDP per capita in the country.
- Toronto, its capital, has one of the top food scenes in Ontario. As aspiring pastry chefs based in Toronto, we want to open our first Pastry shop here.
- Our Pastry shop concept focuses on products that go well with either coffee or tea.
- The product selection, for now, will focus on pastry products only.

Data acquisition and preparation

- Postal codes, boroughs, and neighborhoods data for Toronto scraped from https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M
- Coordinates per postal code from https://cocl.us/Geospatial_data
- Neighborhood coordinates from the Geopy library. Postal code data refined into neighborhood-level coordinates. <include the number of neighborhoods>
- Establishment categorization and counts per neighborhood from FourSquare, focusing only on competitor or complementary industries including the following establishments: Bakery, Café, Coffee Shop, Donut Shop, Pastry Shop, Tea Room

Choosing the best k for clustering



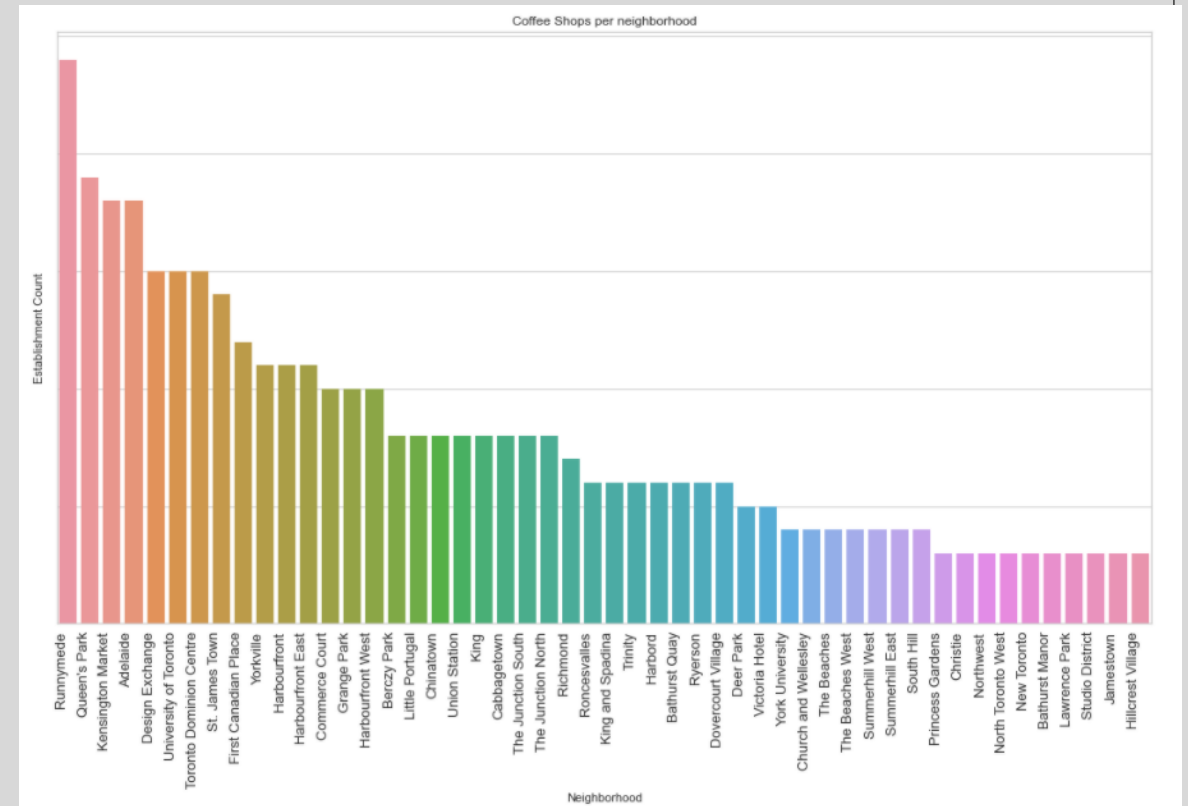
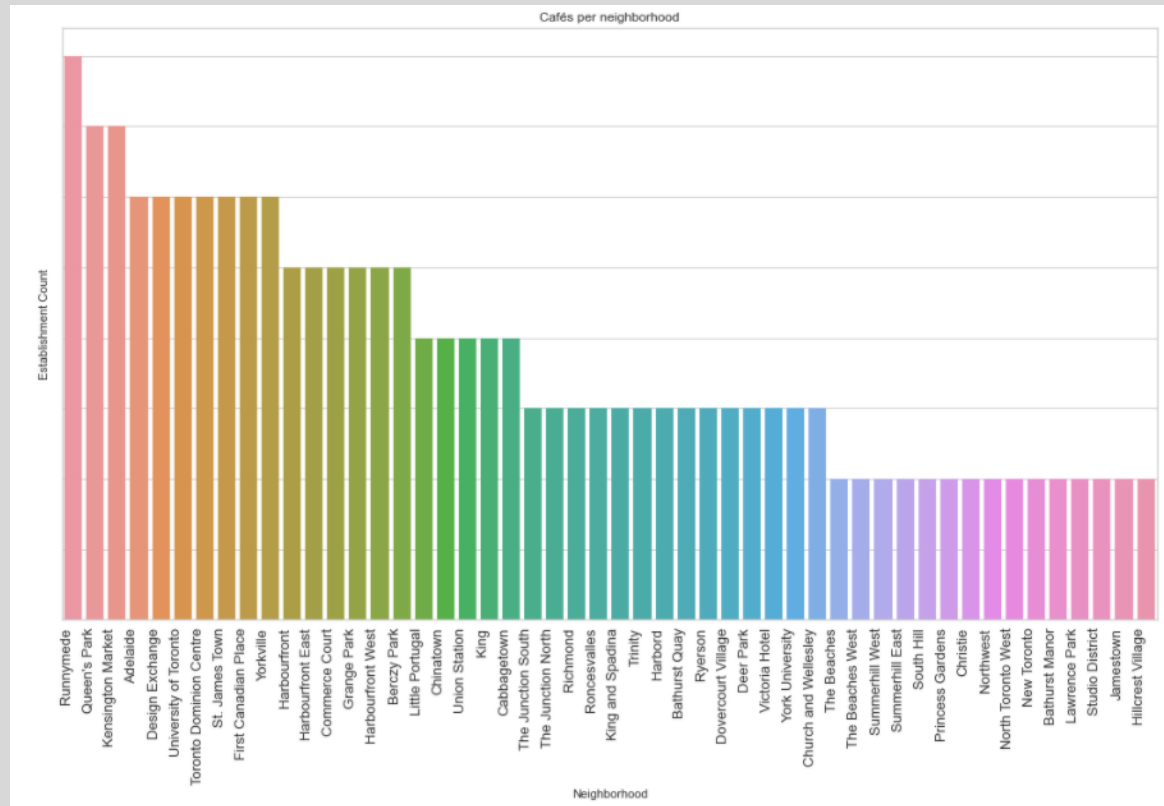
- Use K Elbow Visualizer
- Use $K = 5$

Zero in on clusters with dense coffee shop or café presence

- As we are looking to enter areas packed with Coffee Shops, Cafés, or Tea Rooms, as they complement our products, and with minimal competition, Cluster 3 is of interest

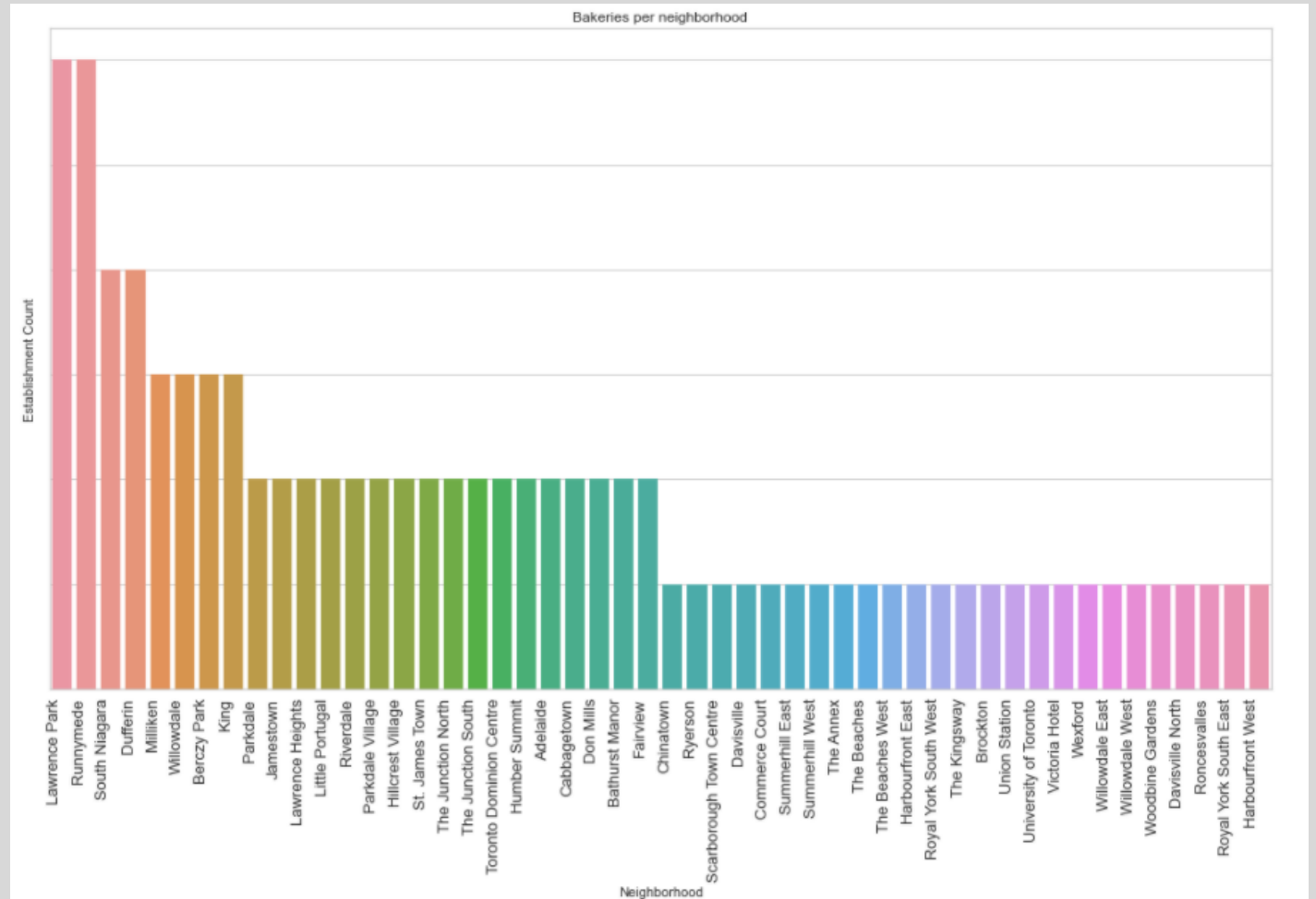
		Neighborhood	Venue
Cluster Labels	Venue Category		
0	Bakery	45	45
	Café	54	82
	Coffee Shop	74	60
	Donut Shop	5	4
	Pastry Shop	1	1
	Tea Room	13	9
1	Bakery	7	7
	Café	4	3
	Coffee Shop	9	3
	Donut Shop	3	2
	Pastry Shop	1	1
	Tea Room	4	2
2	Bakery	8	7
	Coffee Shop	1	1
3	Bakery	11	5
	Café	15	29
	Coffee Shop	36	25
	Donut Shop	1	1
	Tea Room	7	3
4	Bakery	1	1
	Café	4	11
	Coffee Shop	1	1

Keep an eye on competition from Runnymede



Keep an eye on competition from Runnymede

- Dense presence of coffee shops, cafes, bakeries in Runnymede



Recommendation and future directions

- Conducted an analysis through K-Means clustering to find a suitable location to open a pastry shop in Toronto:
 - Explore Cluster 3 neighborhoods, specifically: Oriole, Queen's Park, East Toronto, Mount Dennis, North Park, St Phillips, Martin Grove Gardens, Scarborough Village, Scarborough Village West, The Queensway East, Jamestown
 - Further validate the situation in the neighborhoods above
- Accuracy of the models has room for improvement. Consider augmenting with more data from other sources, such as:
 - Ratings
 - Richer list of establishments and locations
 - Foot traffic or population density