Capstone Project – Battle of the Neighborhoods

INTRODUCTION/BUSINESS PROBLEM

In this project, I will analyze different neighborhoods in the Toronto area and determine which neighborhood will be most fit for a large company to start a new branch in. The company caters towards families with young children, so it will want to build its new branch in a neighborhood in Toronto that is family friendly. It will also want to be in a neighborhood that will provide a good quality of life for its employees, with a wide variety of restaurants and venues surrounding the workplace.

DATA

I will be using data on Toronto's neighborhoods from the Wikipedia page: https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M . This dataset contains information regarding the postal code, borough, and neighborhoods of different areas in Toronto. The Foursquare API will also be used to gather more information about each neighborhood regarding what venues are in each one. This information will be used to determine which neighborhood is best fit for a new branch of a large, successful company.