Analyzing Different Neighborhoods in Toronto

Coursera Capstone

Problem Statement

- What is the best neighborhood in Toronto for a large, family-oriented company to expand to?

Objective

- Clean data provided by Wikipedia to find a succinct list of neighborhoods in Toronto

- Use the Foursquare API to determine the most common venues in all neighborhoods in Toronto

- Analyze the data provided by Foursquare API to determine which neighborhood is best fit for the company and its employees

Toronto Neighborhood Clusters

Summary of Toronto Neighbhorhoods

- Toronto has 38 different neighborhoods

- There are 237 different types of venues in the 38 neighborhoods

- The most common venues are coffee shops, cafes, and restaurants

- Some neighborhoods are residential, some are touristy, and some are industrial

Conclusion

- Based on the venues in all 38 neighborhoods, I would recommend for the company to expand to either Lawrence Park or Rosedale

- Rosedale would be better fit for a younger audience (preschoolers, elementary schoolers, etc.)

- Lawrence Park would be better fit for a slightly older audience (high schoolers)

- Both neighborhoods are family friendly and would be great for employees to settle in