**Predicting the best location to start a Business in Toronto,Canada**

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1. **Introduction/ Business Understanding :**

Let’s say a vendor is planning to open a new a new pub/brewery in one of the locations of New York .A thorough market analysis is to be done to understand the competition in different locality ,availability of resource ,demographic of the crowd and the response he might get. And looking forward the vendor is also looking forward to get fresh groceries from farms at an optimal cost. At the same time he also wants to know about the crowd culture at different places ,so that he make selection of locality based on culture or change/modify his menu settings accordingly.

1. **Data Preparation and challenges :**

To provide the stake holders the necessary information Toronto’s 2016 Census Data will be used that contains Population , Average income per Neighborhood with and Demographics. Foursquare API will be used to collect data on same neighborhoods and nearby nightlife point of interest.

We will be extracting different data about nearby venues like food menus, drink menus, ambience, distance from other points of interests and also grocery vendor.To make decisions on the roll out plan.