

Opening a Bike Shop in North York, Toronto

By Sarah Moakler on Jan 25, 2021

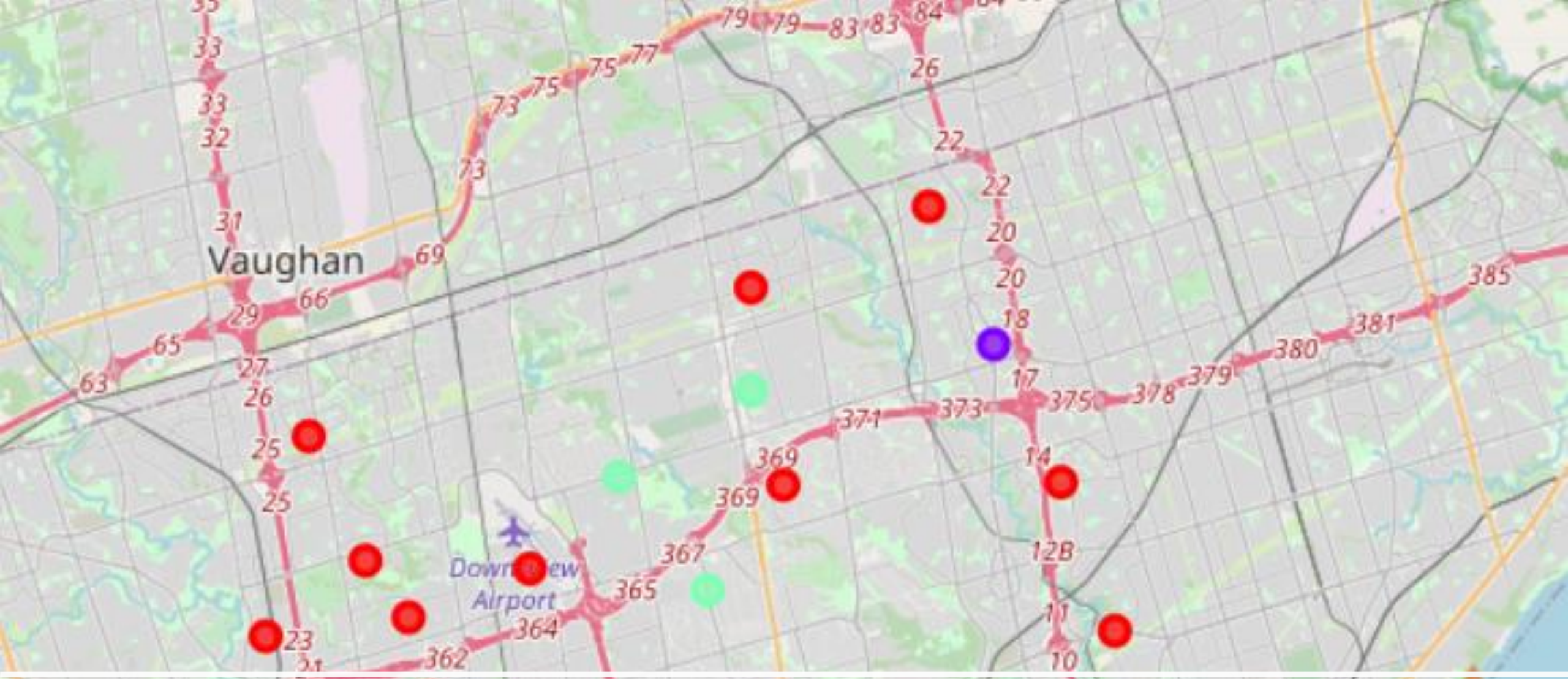
Where to open your next bike shop location?

- You would like to expand your business and open another bike shop in Toronto's borough of North York.
- Your existing bike shop locations have thrived because the target customer lives in the same neighbourhood as the bike shop.
- Finding neighbourhoods in North York where your target customer lives is the foundation for the success of your next location.
- Your target customer lives an active and healthy lifestyle, so it's important to find neighbourhoods with venues that support this lifestyle and where there isn't already a competitor's bike shop in the neighbourhood.



How to determine which neighbourhood?

- Data to identify the neighbourhoods within North York scraped from:
https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M
- Foursquare location data to identify the venues within each neighbourhood.
- In total, there are 243 venues within the 19 neighbourhoods in North York.
- Neighbourhoods without venues that would support an active or healthy lifestyle and/or neighbourhoods that already have a bike shop were removed.
- This resulted in 13 potential neighbourhoods within North York to open the next bike shop location.




Which neighbourhood is the best?

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- Cluster 1 contains one neighbourhood, which has the maximum number of "Be Near Venues" but there are a lot of venues which means the market is saturated.
- Cluster 2 has three neighbourhoods that have the minimum number of "Be Near Venues" but there are a significant number of other venues saturating the market in these neighbourhoods.
- Cluster 0 contains neighbourhoods where the majority of the venues in the neighbourhood are those that support an active and healthy lifestyle. Any of these neighbourhoods would be sufficient.

	Neighbourhood	% Be Near Venues of Total Venues	Latitude	Longitude	Cluster Labels	Avoid Venue	Be Near Venue	Indifferent Venue
6	Humberlea, Emery	100%	43.724766	-79.532242	0	0	1	0
10	Willowdale, Newtonbrook	100%	43.789053	-79.408493	0	0	1	0
5	Hillcrest Village	50%	43.803762	-79.363452	0	0	3	3
7	North Park, Maple Leaf Park, Upwood Park	50%	43.713756	-79.490074	0	0	2	2
8	Parkwoods	33%	43.753259	-79.329656	0	0	1	2
12	York Mills West	33%	43.752758	-79.400049	0	0	1	2
2	Downsview	27%	43.741654	-79.497101	0	0	4	11
4	Glencairn	25%	43.709577	-79.445073	0	0	1	3
9	Victoria Village	25%	43.725882	-79.315572	0	0	1	3
3	Fairview, Henry Farm, Oriole	8%	43.778517	-79.346556	1	0	6	65
0	Bathurst Manor, Wilson Heights, Downsview North	5%	43.754328	-79.442259	2	0	1	19
1	Bedford Park, Lawrence Manor East	4%	43.733283	-79.419750	2	0	1	23
11	Willowdale, Willowdale East	3%	43.770120	-79.408493	2	0	1	33



Which neighbourhood is the best?

- These 13 neighbourhoods do not currently contain a bike shop and they all contain venues that support an active and healthy lifestyle.
 - This includes venues such as a Park, Gym, Juice Bar, Baseball Field, Athletics & Sports, Sporting Goods Shop, Playground, Pool, Supplement Shop, Trail, Basketball Court, Dog Run, and Hockey Arena.
- The 9 neighbourhoods in cluster 0 meet all your selection criteria and are neighbourhoods that aren't saturated with too many venues yet.
- I would recommend the neighbourhood "Downsview" for the next bike shop location as it has the maximum number of potential venues that support the active and healthy lifestyle, there are no other bike shops in this neighbourhood and the market is not saturated with venues already.