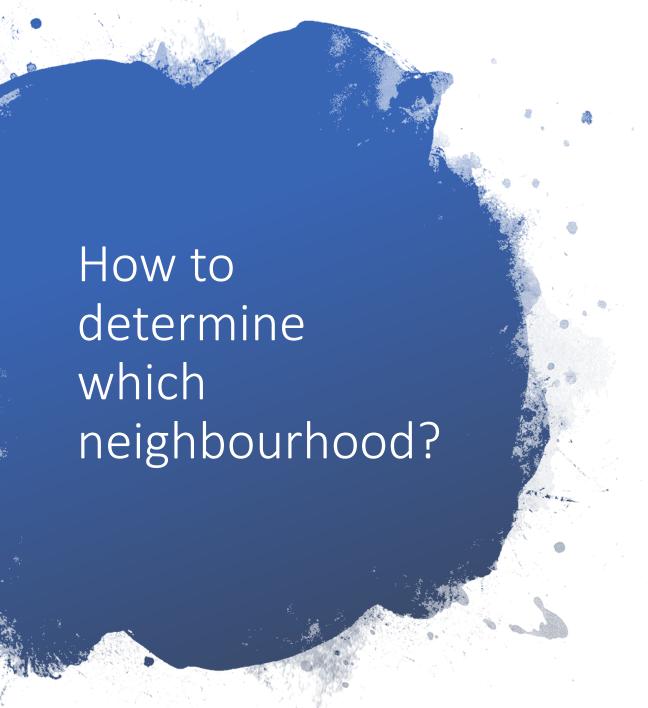
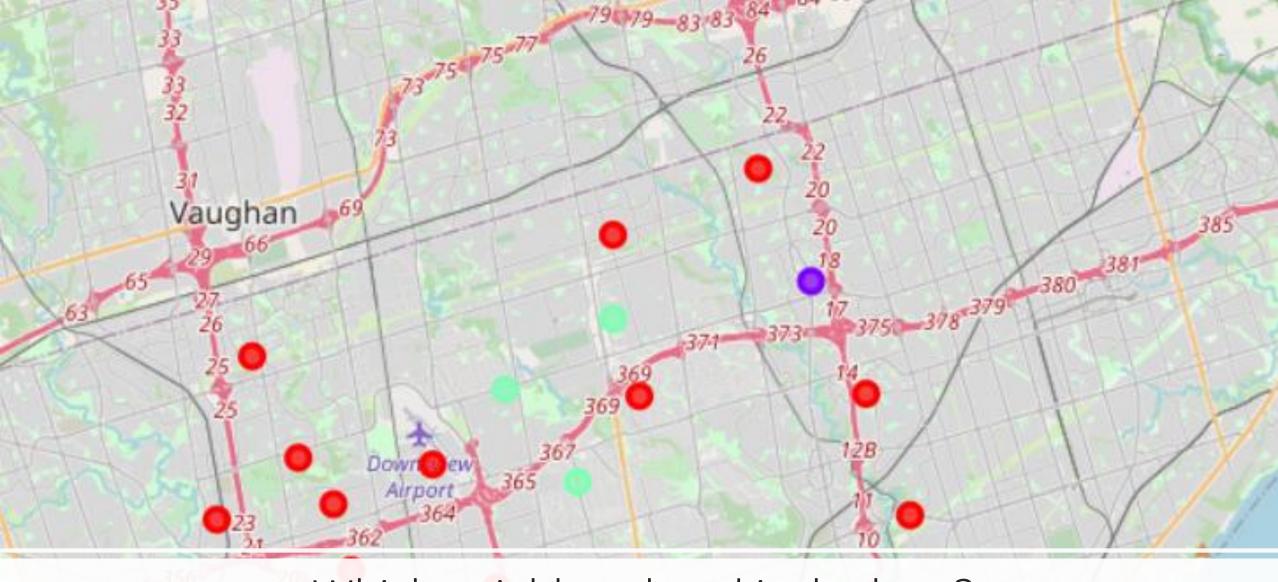
## Opening a Bike Shop in North York, Toronto By Sarah Moakler on Jan 25, 2021

## 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.



- Data to identify the neighbourhoods within North York scraped from: https://en.wikipedia.org/wiki/List\_of\_post al\_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?

## Which neighbourhood is the best?

- 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
Humberlea, Emery	100%	43.724766	-79.532242	0	0	1	0
Willowdale, Newtonbrook	100%	43.789053	-79.408493	0	0	1	0
Hillcrest Village	50%	43.803762	-79.363452	0	0	3	3
North Park, Maple Leaf Park, Upwood Park	50%	43.713756	-79.490074	0	0	2	2
Parkwoods	33%	43.753259	-79.329656	0	0	1	2
York Mills West	33%	43.752758	-79.400049	0	0	1	2
Downsview	27%	43.741654	-79.497101	0	0	4	11
Glencairn	25%	43.709577	-79.445073	0	0	1	3
Victoria Village	25%	43.725882	-79.315572	0	0	1	3
Fairview, Henry Farm, Oriole	8%	43.778517	-79.346556	1	0	6	65
Bathurst Manor, Wilson Heights, Downsview North	5%	43.754328	-79.442259	2	0	1	19
Bedford Park, Lawrence Manor East	4%	43.733283	-79.419750	2	0	1	23
Willowdale, Willowdale East	3%	43.770120	-79.408493	2	0	1	33
	Humberlea, Emery Willowdale, Newtonbrook Hillcrest Village North Park, Maple Leaf Park, Upwood Park Parkwoods York Mills West Downsview Glencairn Victoria Village Fairview, Henry Farm, Oriole Bathurst Manor, Wilson Heights, Downsview North Bedford Park, Lawrence Manor East	Humberlea, Emery 100% Willowdale, Newtonbrook 100% Hillcrest Village 50% North Park, Maple Leaf Park, Upwood Park Parkwoods 33% York Mills West 33% Obomsview 27% Glencairn 25% Victoria Village 25% Fairview, Henry Farm, Oriole 8% Bathurst Manor, Wilson Heights, Downsview North Bedford Park, Lawrence Manor East 4%	Neighbourhood         Total Venues         Latitude           Humberlea, Emery         100%         43.724766           Willowdale, Newtonbrook         100%         43.789053           Hillcrest Village         50%         43.803762           North Park, Maple Leaf Park, Upwood Park         50%         43.713756           Parkwoods         33%         43.753259           York Mills West         33%         43.752758           Downsview         27%         43.741654           Glencairn         25%         43.709577           Victoria Village         25%         43.725882           Fairview, Henry Farm, Oriole         8%         43.778517           Bathurst Manor, Wilson Heights, Downsview North         5%         43.754328           Bedford Park, Lawrence Manor East         4%         43.733283	Neighbourhood         Total Venues         Latitude         Longitude           Humberlea, Emery         100%         43.724766         -79.532242           Willowdale, Newtonbrook         100%         43.789053         -79.408493           Hillcrest Village         50%         43.803762         -79.363452           North Park, Maple Leaf Park, Upwood Park         50%         43.713756         -79.490074           Parkwoods         33%         43.753259         -79.329656           York Mills West         33%         43.752758         -79.400049           Downsview         27%         43.741654         -79.497101           Glencairn         25%         43.709577         -79.445073           Victoria Village         25%         43.725882         -79.315572           Fairview, Henry Farm, Oriole         8%         43.778517         -79.346556           Bathurst Manor, Wilson Heights, Downsview North         5%         43.754328         -79.442259           Bedford Park, Lawrence Manor East         4%         43.733283         -79.419750	Neighbourhood         Total Venues         Latitude         Longitude         Labels           Humberlea, Emery         100%         43.724766         -79.532242         0           Willowdale, Newtonbrook         100%         43.789053         -79.408493         0           Hillcrest Village         50%         43.803762         -79.363452         0           North Park, Maple Leaf Park, Upwood Park         50%         43.713756         -79.490074         0           Parkwoods         33%         43.753259         -79.329656         0           York Mills West         33%         43.752758         -79.400049         0           Downsview         27%         43.741654         -79.497101         0           Glencairn         25%         43.709577         -79.445073         0           Victoria Village         25%         43.725882         -79.315572         0           Fairview, Henry Farm, Oriole         8%         43.778517         -79.346556         1           Bathurst Manor, Wilson Heights, Downsview North         5%         43.754328         -79.442259         2           Bedford Park, Lawrence Manor East         4%         43.733283         -79.419750         2	Neighbourhood         Total Venues         Latitude         Longitude         Labels         Venue           Humberlea, Emery         100%         43.724766         -79.532242         0         0           Willowdale, Newtonbrook         100%         43.789053         -79.408493         0         0           Hillcrest Village         50%         43.803762         -79.363452         0         0           North Park, Maple Leaf Park, Upwood Park         50%         43.713756         -79.490074         0         0           Parkwoods         33%         43.753259         -79.329656         0         0           York Mills West         33%         43.752758         -79.400049         0         0           Downsview         27%         43.741654         -79.497101         0         0           Glencairn         25%         43.709577         -79.445073         0         0           Victoria Village         25%         43.725882         -79.315572         0         0           Fairview, Henry Farm, Oriole         8%         43.778517         -79.346556         1         0           Bathurst Manor, Wilson Heights, Downsview North         5%         43.754328         -79.41259         2	Neighbourhood         Total Venues         Latitude         Longitude         Labels         Venue         Venue           Humberlea, Emery         100%         43.724766         -79.532242         0         0         1           Willowdale, Newtonbrook         100%         43.789053         -79.408493         0         0         1           Hillcrest Village         50%         43.803762         -79.363452         0         0         3           North Park, Maple Leaf Park, Upwood Park         50%         43.713756         -79.490074         0         0         2           Parkwoods         33%         43.753259         -79.329656         0         0         1           York Mills West         33%         43.753259         -79.30049         0         0         1           Downsview         27%         43.741654         -79.497101         0         0         4           Glencairn         25%         43.709577         -79.445073         0         0         1           Victoria Village         25%         43.725882         -79.315572         0         0         6           Bathurst Manor, Wilson Heights, Downsview North         5%         43.754328         -79.442259



- 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.