Toronto neighbourhoods

Analysis of the venue types vs crime data in Toronto for the security company

Alexander Oltu 2020-05-03

Business proposition

- Physical security firm is opening their business in Toronto

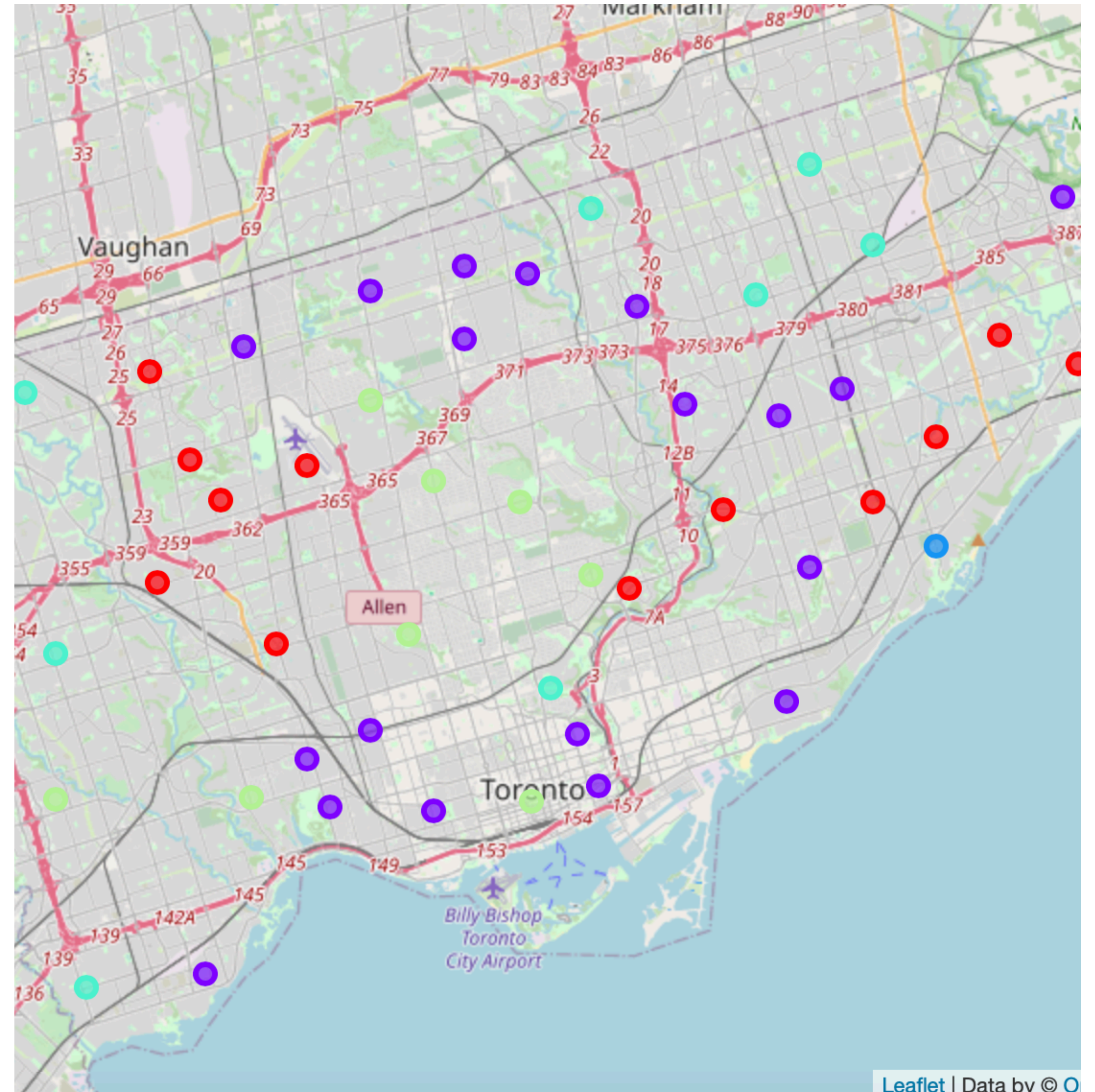- They need proper pricing differentiation

Methodology

- Pricing in neighbourhoods is based on:
  - Crime data
  - Venue types

- Neighbourhoods are clustered and pricing is reduced to 6 categories

Results

- Pricing categories are colour coded

- Each cluster is based on prevalent type of crimes and venue type

Categories

- Cluster 0 - is dominated by Assault with some Break & Enter, it is Parks, Discount Stores and Pizza Places

- Cluster 1 - is dominated by Assault, Break & Enter and Robbery. Those are Coffee shops, Banks, Restaurants

- Cluster 2 - is dominated by Assaults in Pizza Places.

- Cluster 3 - is dominated by Assault, Auto Thief and Break & Enter in Electronics shops, Coffee shops and Asian restaurants

- Cluster 4 - is primarily Break & Enter, Assault in Sporting shops, Coffee shops and restaurants

- Cluster 5 - is Assault and sometimes Break & Enter in Breakfast spots, playgrounds and Burger places