



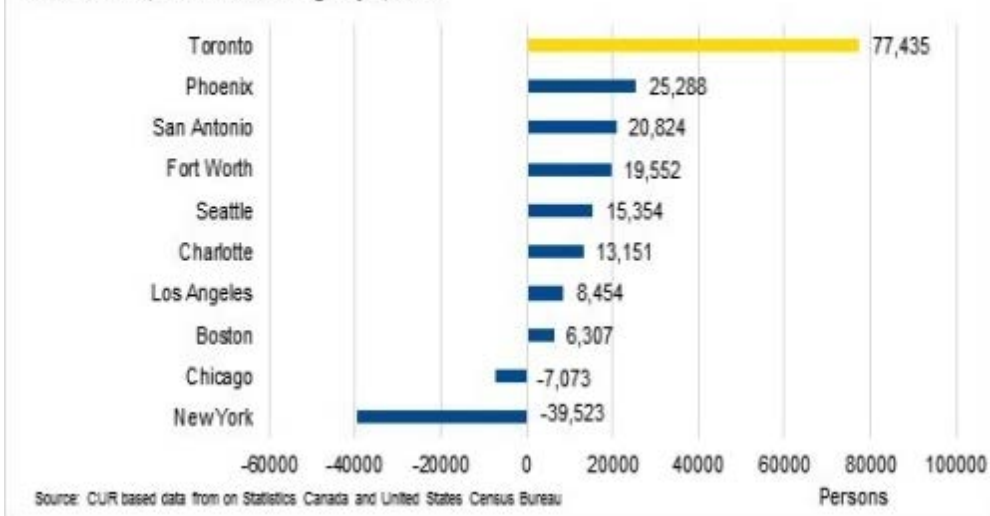
STARTING A
COFFEE SHOP

UNIVERSITY OF
TORONTO
VS
YORK
UNIVERSITY

BATTLE OF THE
NEIGHBORHOODS

BACKGROUND & BUSINESS PROBLEM

Figure 3: Numeric Population Growth in the City of Toronto and Selected American Central Cities, 12 Months Ending July 1, 2018



- In recent reports, Toronto, Canada has been named the fastest growing cities in Canada and outpacing even the fastest growing cities in the United States. Among the reasons for this is massive growth in international migration in both permanent and temporary residents thanks to Canada's welcoming immigration policies.
- Noticing the massive growth in the city, my local barista wanted advice on opening a new coffee shop in the city and is interested in opening up a location either in the University of Toronto or York University area. He believes that these are hotspots for demand and is interested in some advice.

DATA

In order to conduct the analysis, I utilized several data sources.

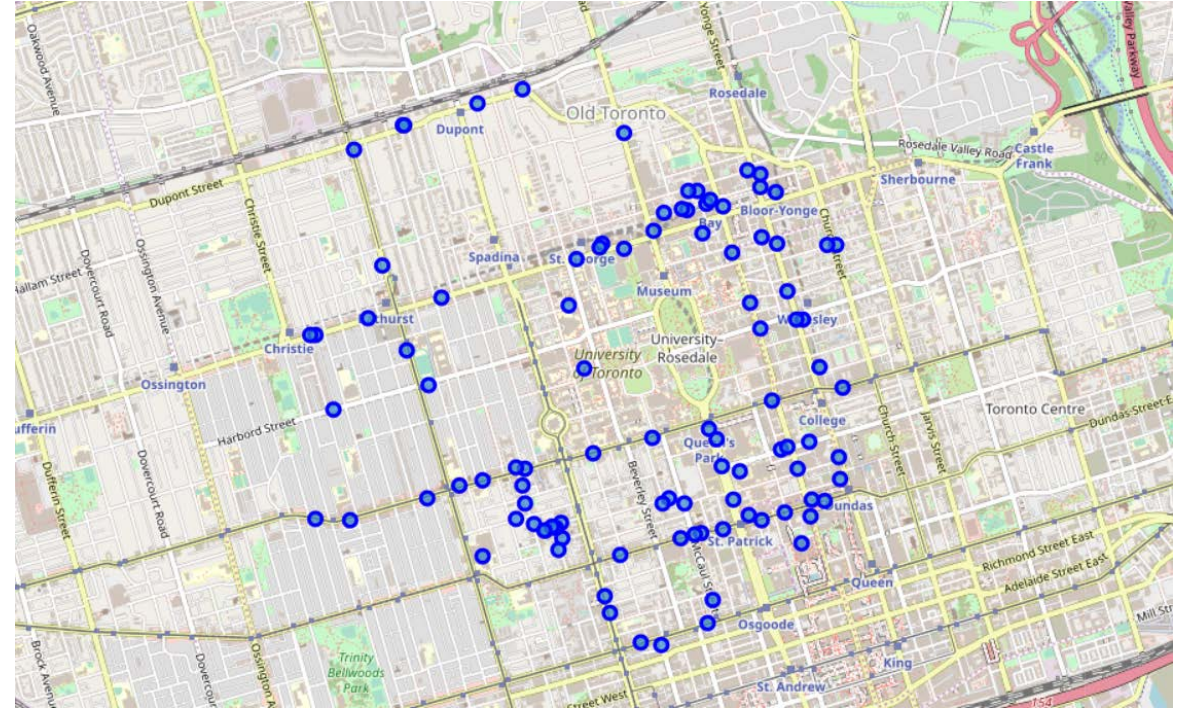
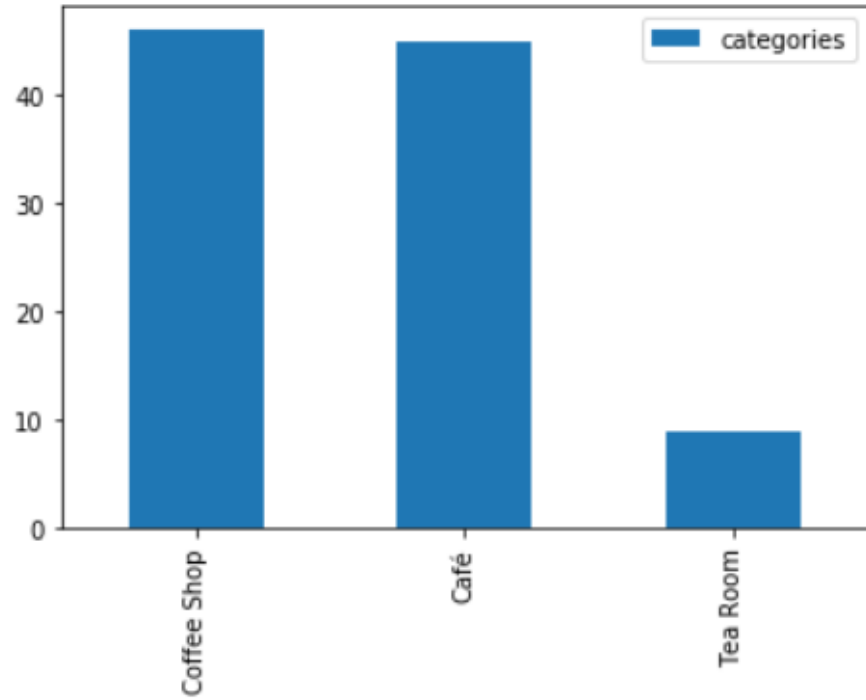
- Foursquare API to get information on venues within a five mile radius of the University area
- Neighborhood data provided by the Coursera course





METHODOLOGY

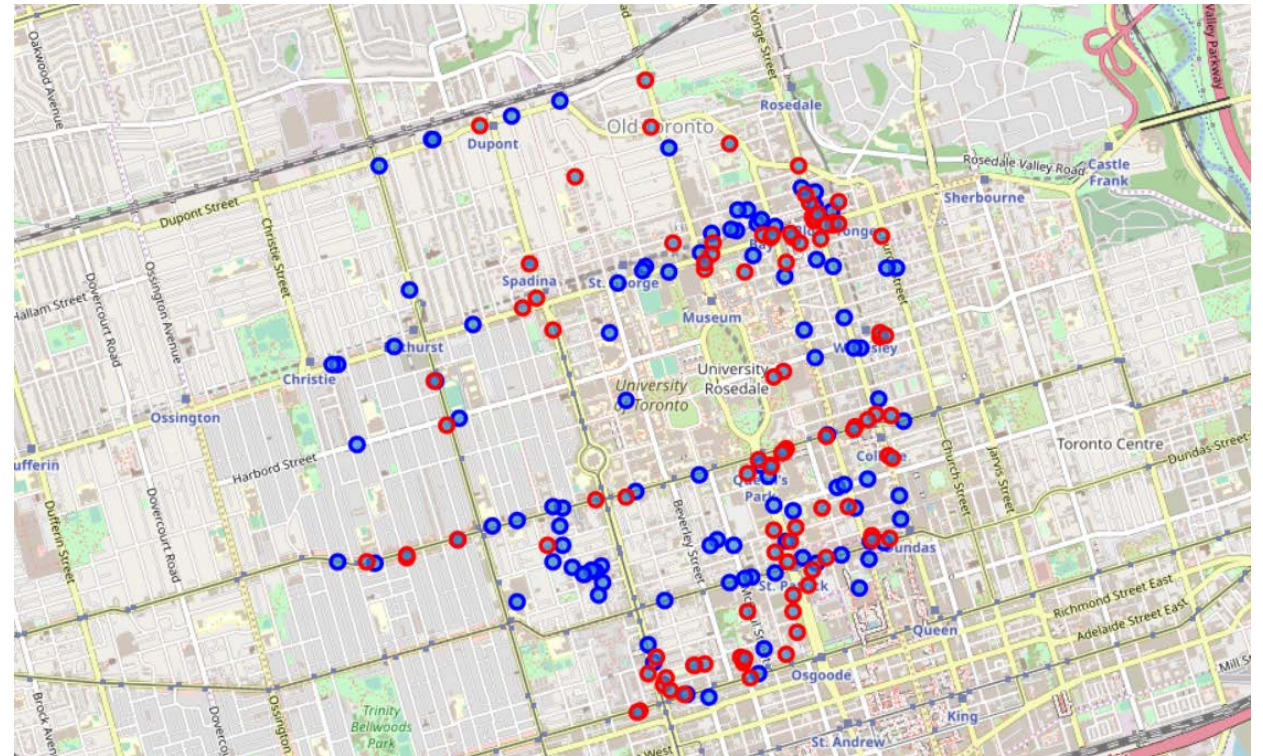
In order to reach a conclusion as to where would be a better place to open a coffee shop, I wanted to conduct a market analysis of both the areas, primarily to figure out which location would provide least competition to a budding new coffee startup.

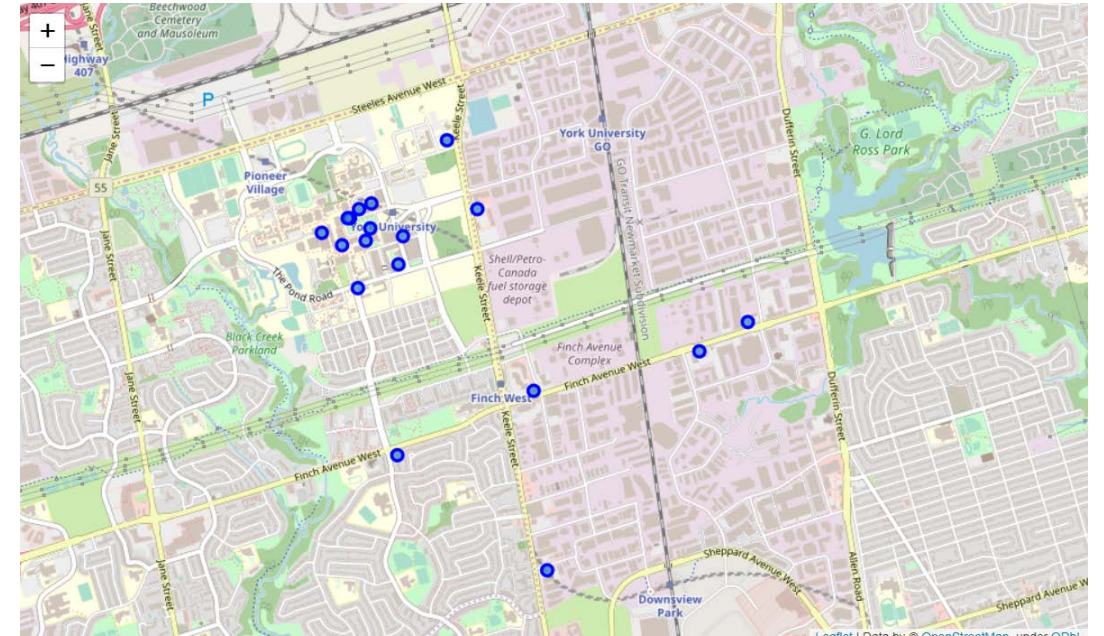
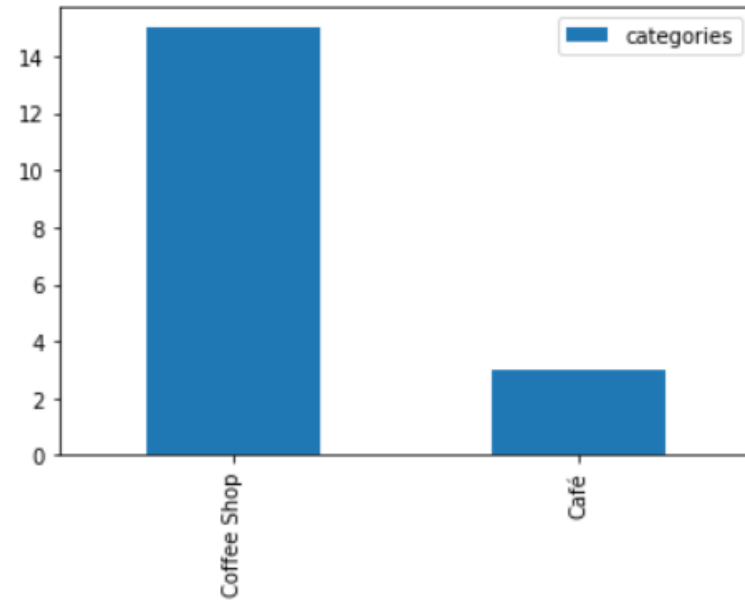


UNIVERSITY OF TORONTO

UNIVERSITY OF TORONTO

- Here's an overlay of nearby offices around the University of Toronto area.
- Blue dots signify coffee shops, red dots signify offices





YORK UNIVERSITY

DISCUSSION / CONCLUSION

- Based on the data, I believe the University of Toronto area would be a better starting point for the barista's new coffee business. While the University of Toronto area has a lot more competition, there's a good spot around the Kensington Market area that has lots of office space, but relatively few coffee shops.
- While York University has the benefit of less competition, the area is sparse with significantly fewer office spaces and customers.
- One interesting observation from this study is that it appears the surrounding area around University of Toronto may be more health conscious or have a higher population of religious vegetarians. According to data provided by Foursquare, the area around the school has no less than six vegan/vegetarian restaurants which is interesting for those interested in venturing into the restaurant business.
- Another observation is that coffee aficionados may want to visit Downtown Toronto. That's a lot of coffee shops!

