



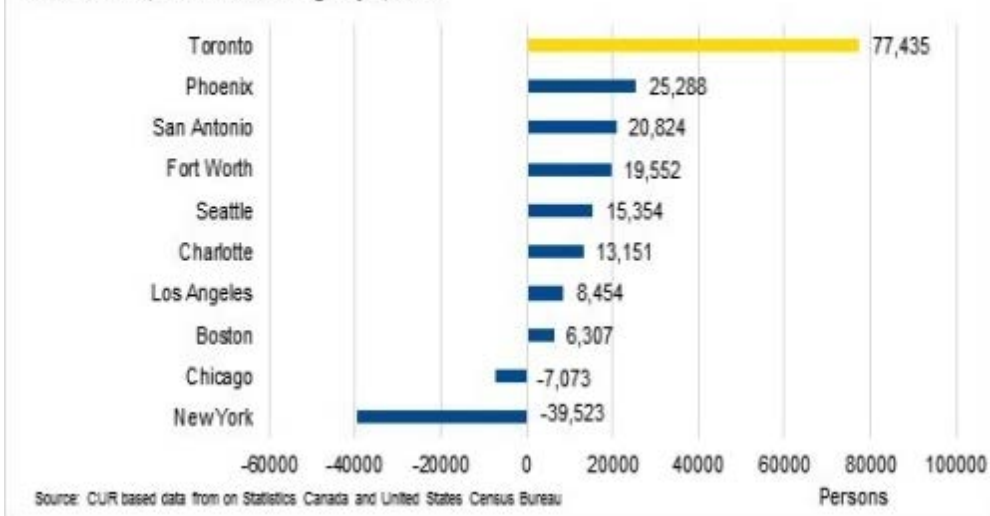
STARTING A
COFFEE SHOP

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.

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

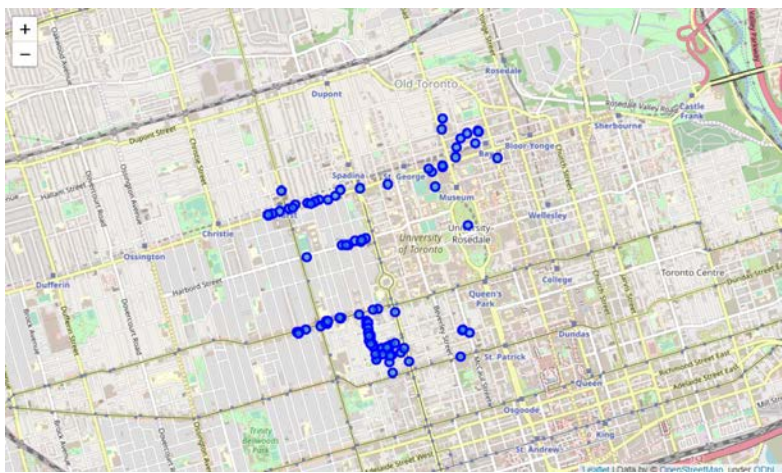
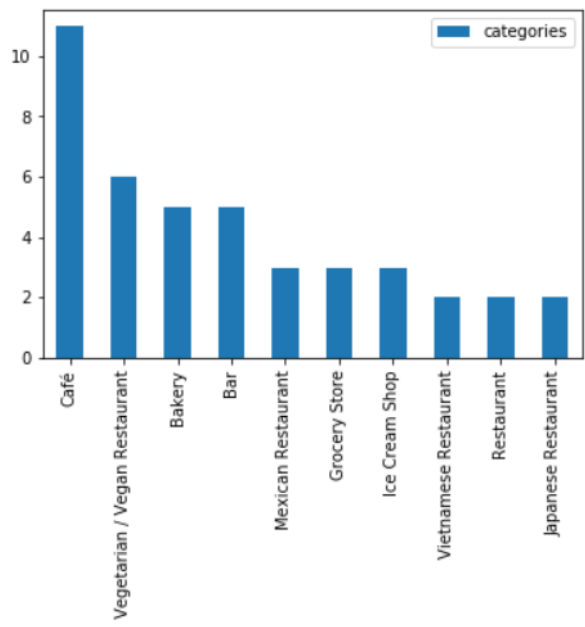




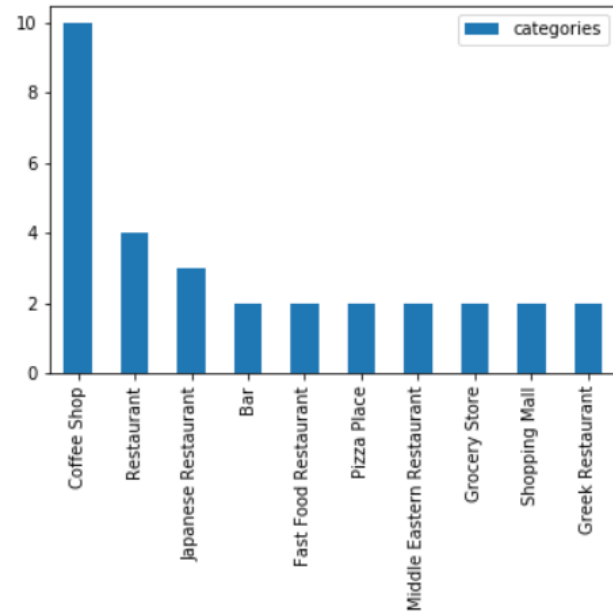
METHODOLOGY

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. This includes analyzing other points of interest in the area, statistical analysis of reviews in the area, and income figures.

	categories
Café	11
Vegetarian / Vegan Restaurant	6
Bakery	5
Bar	5
Mexican Restaurant	3
Grocery Store	3
Ice Cream Shop	3
Vietnamese Restaurant	2
Restaurant	2
Japanese Restaurant	2



UNIVERSITY OF TORONTO



	categories
Coffee Shop	10
Restaurant	4
Japanese Restaurant	3
Bar	2
Fast Food Restaurant	2
Pizza Place	2
Middle Eastern Restaurant	2
Grocery Store	2
Shopping Mall	2
Greek Restaurant	2



YORK UNIVERSITY



DISCUSSION / CONCLUSION

- Ultimately according to the data analysis, it's unfortunately not a good idea to open a coffee shop in both these neighborhoods as there's simply far too much competition. Both the surrounding areas of University of Toronto and York University have ten or more currently operating coffee shops resulting in far too much competition than it's worth. The barista will have to bring a significant unique value proposition to succeed in either of these neighborhoods.
- 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.