Where would I build a Starbucks(™)?

—

S. Dilney
3/14/2021

Introduction

How would you choose a new franchise/corporate location?

Customer Preference

Population

Geographic locations

Current Locations

Other: demographics, traffic patterns, etc. not included

Datasets

Datasets:

Toronto Postal Codes

Toronto Starbucks locations (Kaggle)

City of Toronto Demographics

Main Data Columns

Neighborhood

Population: Census information provided as floating number values

Starbucksperperson: Population / locations per neighbourhood (new calculated field)

1st Most Common Venue

2nd Most Common Venue

32 Preferred Neighborhoods
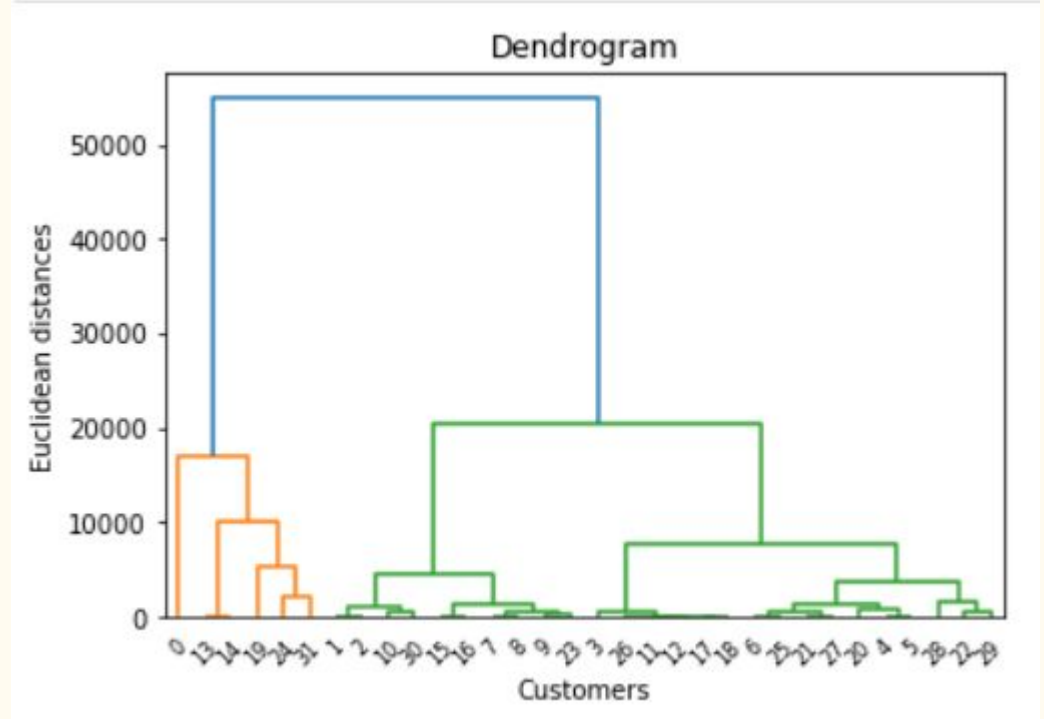
Sorted Data (per location and popular venue)

	Neighborhood	Population	Starbucksperperson	1st Most Common Venue	2nd Most Common Venue	Postal Code	Borough
0	Bathurst Manor, Wilson Heights, Downsview North	65290.0	32645.000000	Coffee Shop	Bank	M3H	North York
1	Brockton, Parkdale Village, Exhibition Place	37406.0	9351.500000	Coffee Shop	Coffee Shop	M6K	West Toronto
2	Brockton, Parkdale Village, Exhibition Place	37406.0	9351.500000	Coffee Shop	Coffee Shop	M6K	West Toronto
3	Central Bay Street	25767.0	398.916667	Coffee Shop	Italian Restaurant	M5G	Downtown Toronto
4	Church and Wellesley	13397.0	2232.833333	Coffee Shop	Sushi Restaurant	M4Y	Downtown Toronto

Kmeans Dendogram (Orange Cluster)

#1 Cluster (Best Choices

Bathurst Manor, Wilson Heights, and Downsview North

SummerhillWest/Ratheny/ Southhill

Dendrogram

Conclusion

Combination of data sets resulted in some top target neighborhoods

Two neighborhoods seem to be best choices

Questions?