

Capstone Project

Introduction:

Toronto is the most multicultural city in Canada. It provides lot of business oppourtunities and business friendly environment. It is a global hub of business and commerce. The market is highly competitive here. So, any new business venture needs to be analysed carefully. However exciting it is to start a new business, there's a huge amount of risk involved in setting up one. The insights derived from analysis will give us good and breif understanding of the business environment. This will help in reduction of risk. In this project, we are going to find the most suitable location to open a new coffee business that shall yeild profit.

Business Problem

The aim of this Capstone project is to find the most suitable location for the entrepreneur to open a new coffee shop in Toronto, Canada. By using foursquareapi and other supporting libraries, this project aims to provide solutions to the question: In Toronto, if an entrepreneur wants to open a Coffee shop, where should he/she would consider opening it?

Target Audience

Entrepreneur who wants to set up a coffee shop in the location that will profit him/her.

Data:

The following data sources will be needed to generate the required outcome :

- List of postal codes of Canada (from wikipedia page)
- Latitude and Longitude of these postal code (toronto_loc.csv)

Result:

- Adelaide,King,Richmond is the best location to open up Coffee shop
- Also it's pretty clear that Christie is the bad choice to open up coffee shop

Conclusion:

In this project, we have gone through the following aspects :

- Identifying the business problem.
- Specifying the data required.
- Extracting and cleaning the data.

- Performing necessary actions to find out the best location to set up coffee shop.
- Providing recommendation to the stakeholder.

References:

- List of Postal Code (https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
- Foursquare Developer Documentation (<https://developer.foursquare.com/docs>)