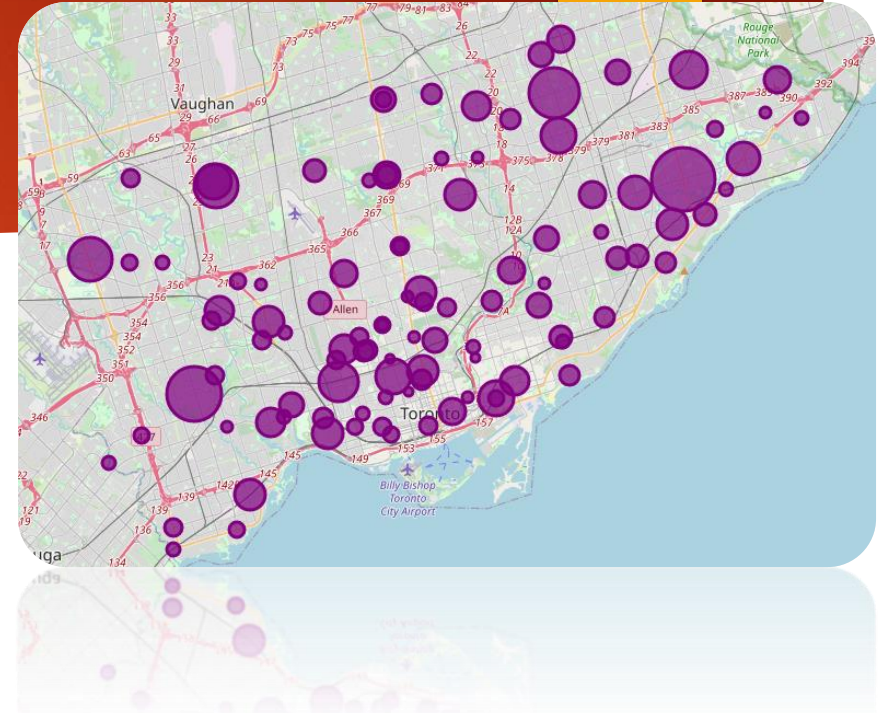# THE BATTLES OF NEIGHBORHOODS

Neighborhood of choice for ABC Grocery's first venture in Toronto.

INTRODUCTION

➢ **Toronto City Pharmacy Overview**

➢ **Orange Drugs Strategic Plan**

➢ **Orange Drugs Startup Problem**

❖ Choice of the first neighborhood to offer services.

❖ The neighborhood should have high demand.

❖ The neighborhood should have lower competition.

❖ Large Market and Customers Possibilities

➢ **Success Criteria:**

❖ Neighborhood that meets above points.

DATA DESCRIPTION

- **Data Requirements**
  - Neighborhoods
  - Venues
  - Hospitals Data
  - Demographics Data

- **Data Sources**
  - Wikipedia Pages
  - Foursquare API
  - Toronto Health Profiles
  - Cmhc-schl.gc.ca

- **Data Processing**
  - Cleaning
  - Merging

	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude
0	Humber Heights-Westmount	43.695785	-79.520832	Shoppers Drug Mart	43.701264	-79.519705
1	Edenbridge-Humber Valley	43.670672	-79.518855	Shoppers Drug Mart	43.661721	-79.518881
2	Etobicoke West Mall	43.643549	-79.565325	Shoppers Drug Mart	43.641312	-79.576924
3	Islington-City Centre West	43.662577	-79.531789	Shoppers Drug Mart	43.663067	-79.531753
4	Islington-City Centre West	43.662577	-79.531789	Thorncrest Drug Store	43.662988	-79.531817
5	Kingsway South	43.647381	-79.511333	Shoppers Drug Mart	43.647623	-79.510860
6	New Toronto	43.600763	-79.505264	Shoppers Drug Mart	43.601677	-79.502239
7	Long Branch	43.592005	-79.545365	Rexall	43.593111	-79.538327
8	Alderwood	43.601717	-79.545232	Sav-On Drug Mart	43.609891	-79.549618
9	Glenfield-Jane Heights	43.756799	-79.518050	Shoppers Drug Mart	43.756147	-79.515843

METHODOLOGY

- **Data Scrapping Technique**
  - Scraping Hospitals Data from Wikipedia
  - Data into a structured format
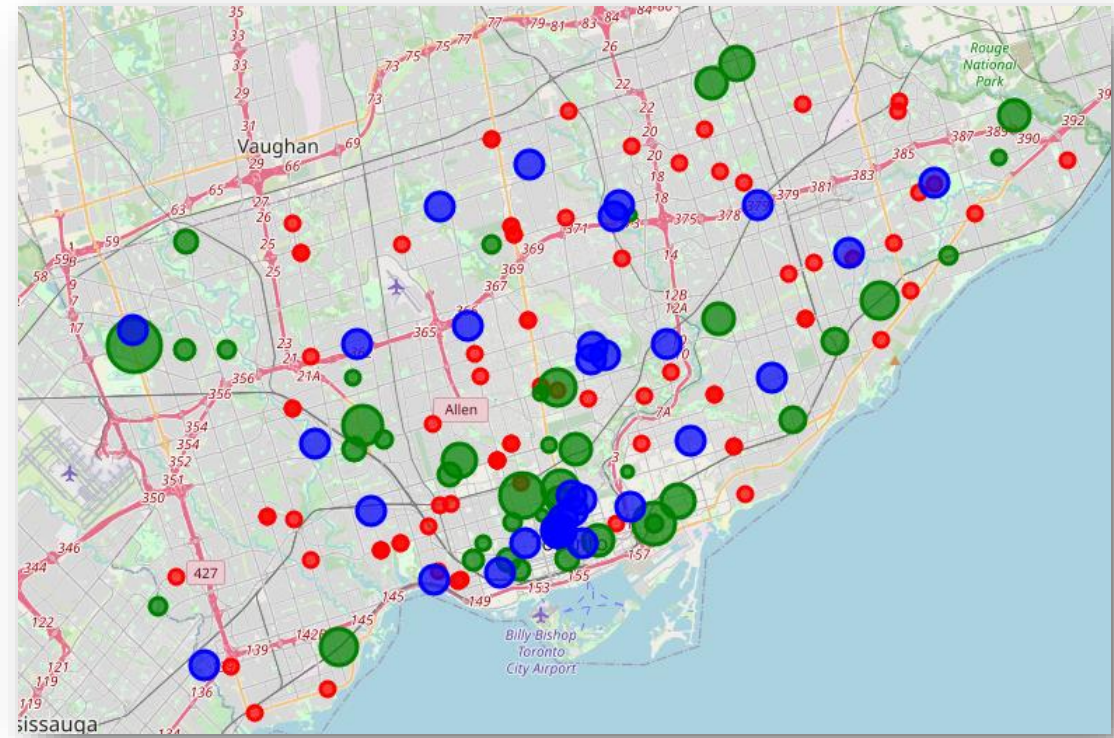 - Integrating Geolocations

- **Foursquare API**
  - Retrieving Venues Information

- **Folium**
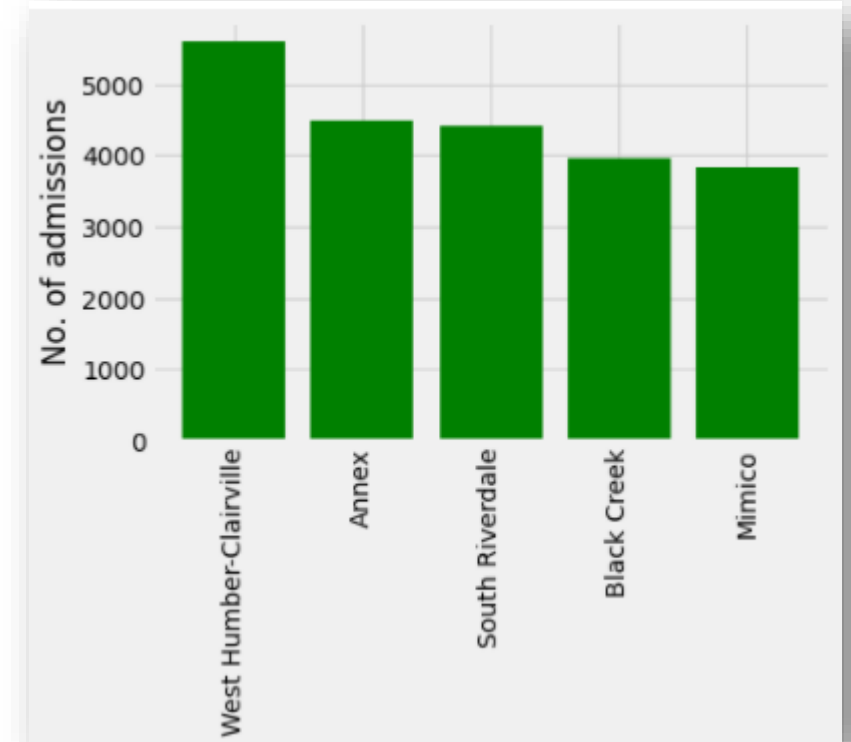 - Visualizing in Maps
  - Analyzing Neighbourhood

- **Evaluation**
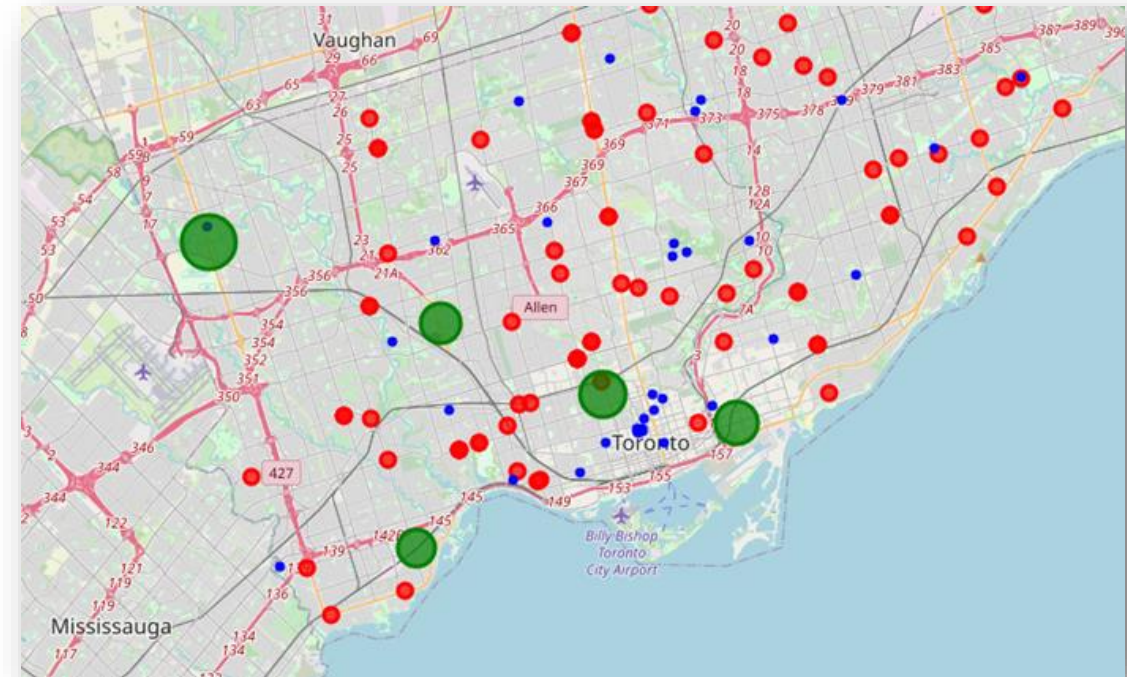 - Least Competition
  - High Demand

RESULT

- **Neighborhood without Pharmacies**

- **Sorting with high admission**

- **Least Competition**

- **Nearby Hospitals**

DISCUSSION

- **Result Review:**
  - Identifying Least Competition Neighborhoods
  - West Humber-Clairville is the first Neighbor with least competition
  - High Admission Rate
  - Large Market Possibilities

CONCLUSION

- Recommendation Summary:
  - Region: North-West of Toronto.
  - Neighborhood: West Humber-Clairville.
  - Additional Offering: Large Future Possibilities.

- Honorable Neighborhoods:
  - South River Dale
  - Black Creek.