




Toronto Sporting Goods Store Placement Plan

Skyler Routon • 07.22.2020



Toronto Sporting Goods Store Placement Plan

Toronto contains extensive sporting venues.

Sporting Goods store would be quite profitable.

- Variety and quantity of sports venues
- Lack of competition in most of the city

Both prospective business owners and existing sporting goods store owners will benefit from the analysis of sporting venues in the city in order to maximize profits and utilize store locations.



Data Acquisition

Canada Postal Code data

- List of all Canadian postal codes
- Contains all neighborhoods and corresponding boroughs for organizing data

Canada geospatial data

- Latitude and longitude of all Canadian postal codes to combine with postal code dataframe
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Toronto Foursquare Data on Nearby Venues

- Contains data on all nearby venues in the city
- Major data source for analysis of study



Data Cleaning

Geospatial data

- Combined Postal code and geospatial datasets
- Removed null value entries from resulting dataset

Foursquare venue data

- Sorted dataframe by neighborhoods instead of individual venues
- Reduced columns to only relevant venue categories for study



Feature Selection

Positive Features

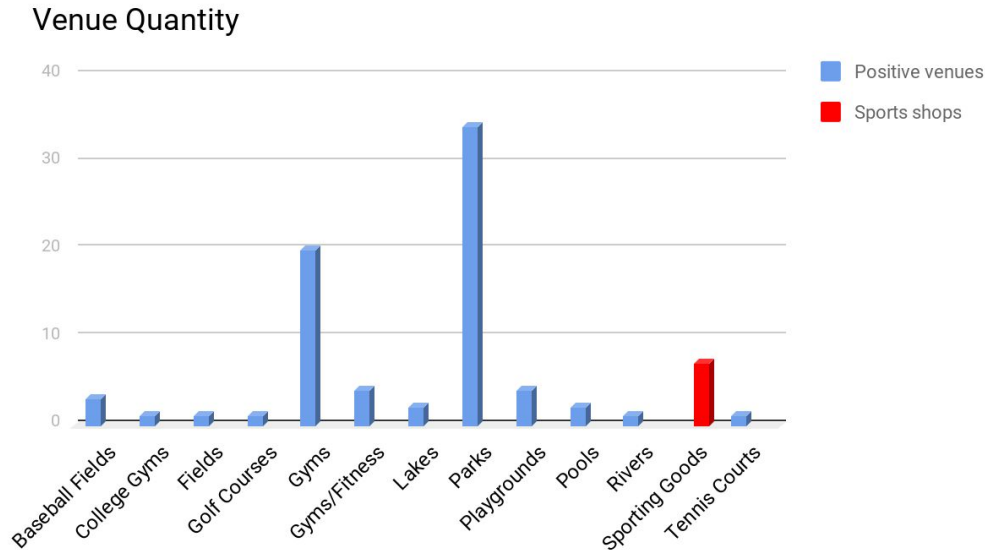
- Baseball Fields
- College Gyms
- Fields
- Golf Courses
- Gyms
- Gyms/Fitness Centers
- Lakes
- Parks
- Playgrounds
- Pools
- Rivers
- Tennis Courts

Emphasis on Baseball fields, Gyms, Parks and Tennis courts.

Negative Features

- Competing Sporting Goods Stores
 - Competing locations should be as far from the potential location as possible

Calculating Target Variables



Based on both quantity of a category as well as potential for products, the most emphasis is placed on the following venue categories:

- Baseball fields (Products)
- Gyms (Quantity/Products)
- Parks (Quantity/Products)
- Tennis courts (Products)

All neighborhoods with existing sporting goods stores are ignored

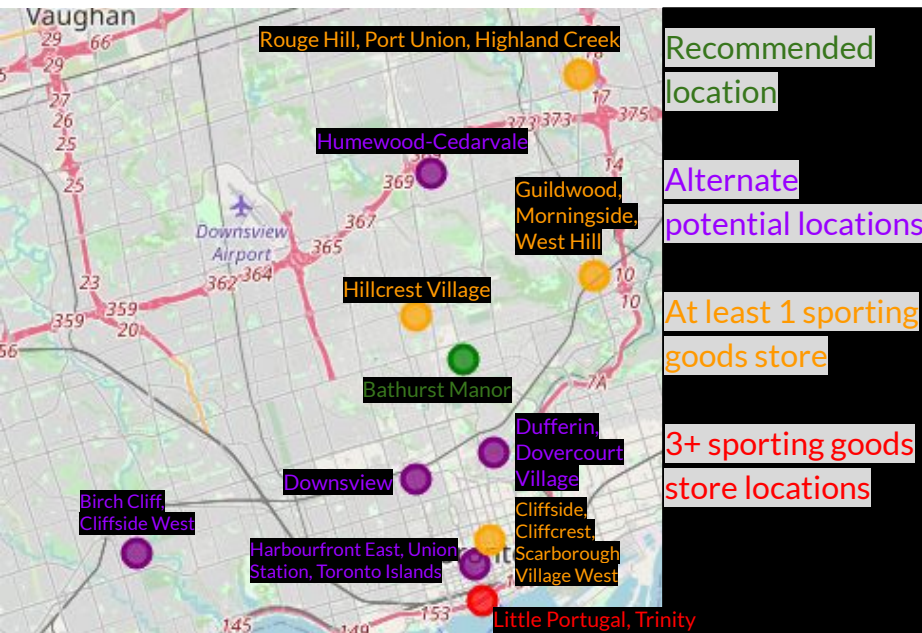


Results

The most attractive candidates for the new sporting goods store location came down to six potential neighborhoods for the store location:

- Birch Cliff, Cliffside West (1 Park, 1 Pool, 1 River)
- Dufferin, Dovercourt Village (2 Parks, 1 Playground)
- Humewood-Cedarvale (3 Parks)
- Downsview (1 Gym, 3 Parks, 1 Pool)
- Harbourfront East, Union Station, Toronto Islands (3 Gyms, 1 Gym/Recreation Center)
- **Bathurst Manor, Wilson Heights, Downsview North (2 Gyms, 1 Park, 1 Tennis Court)**

Conclusion



The study shows multiple locations are valid for a new store, although Bathurst Manor was selected as the best recommendation based on the venue variety, plus proximity to other neighborhoods with similar venue profiles.

The reason Bathurst Manor was preferred over Downsview was both the variety as well as the tennis court over a pool because of the additional equipment that could be sold for tennis courts over the amount of products relevant to a pool. In addition, Downsview is still the second closest neighborhood to Bathurst Manor excluding neighborhoods with preexisting sporting goods stores.



Recommendation

Business owners looking to open a sporting goods store in Toronto should look into the “Bathurst Manor, Wilson Heights, Downsview North” neighborhood as a recommended store location based on neighborhood sporting venues as well as proximity to other valuable neighborhoods and enough distance from competitors.

Existing sporting goods store owners should also pay attention to the recommended neighborhood to protect their own business interests and either make changes to account for a possible competitor in the area, or instead open up a new location in the neighborhood before someone else does.