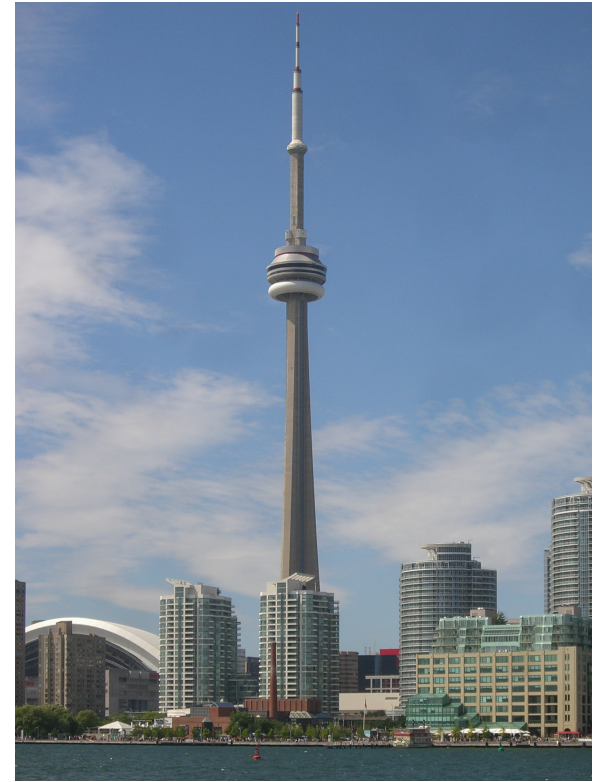


Coffee in Toronto

COURSERA CAPSTONE 2020



Introduction

A client is interested in opening a brand new coffee shop in Toronto.

Toronto is a city with a strong and established coffee culture along with a variety of cafes.

The first location of this coffee shop is highly important, it will have a huge effect on its success or failure.

Data

Wikipedia links:

https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M

https://en.wikipedia.org/wiki/Demographics_of_Toronto_neighbourhoods

CSV data:

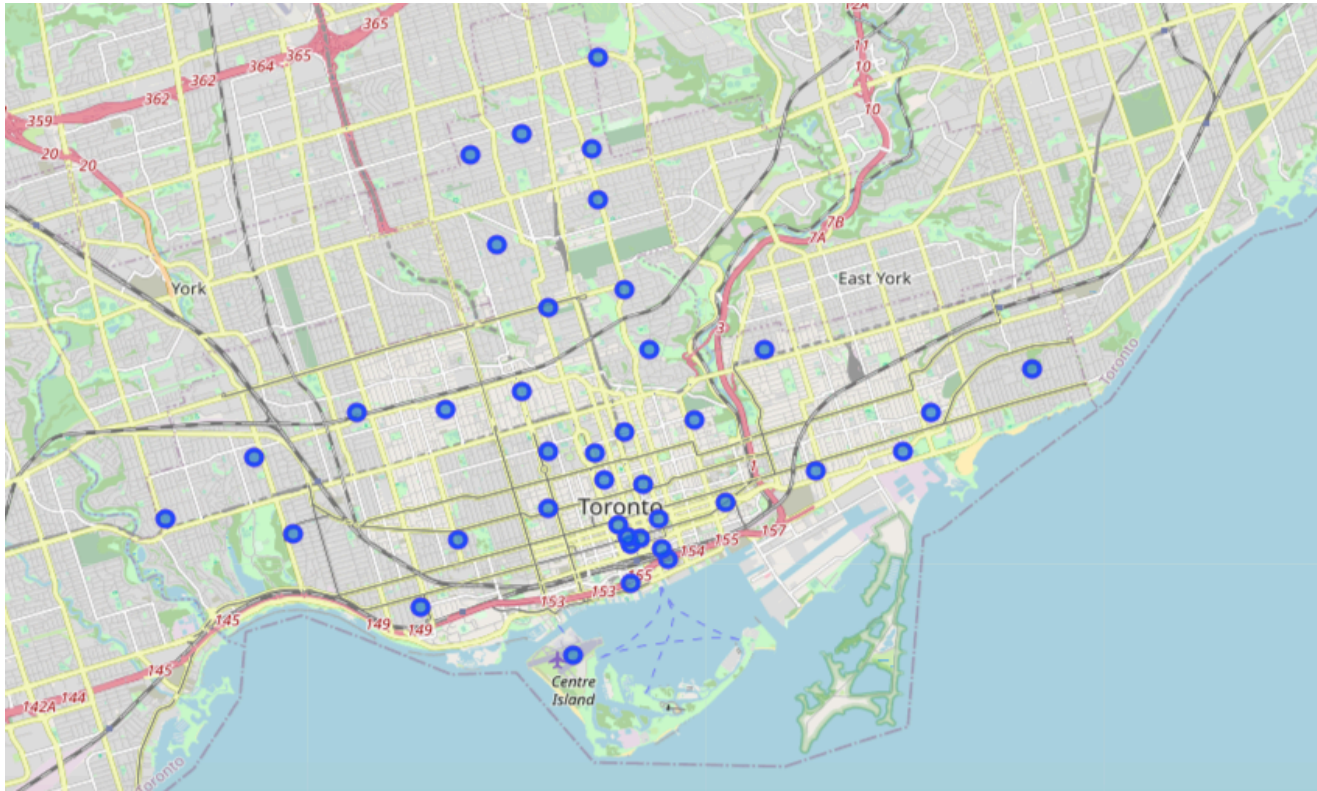
http://cocl.us/Geospatial_data

FourSquare

Methodology

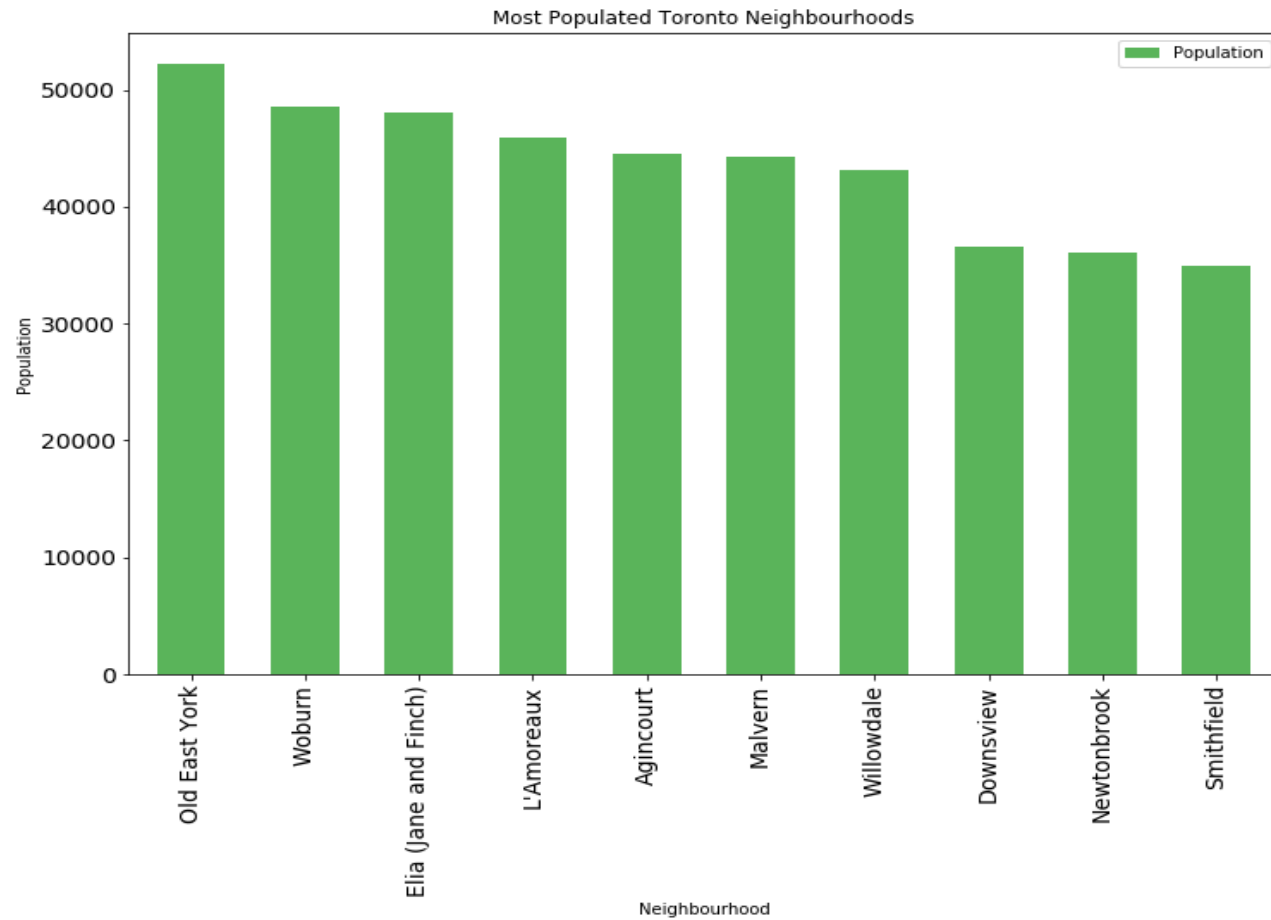
1. Scrape Wikipedia URL to create Folium map of neighbourhoods in Toronto
2. Scrape Wikipedia URL and organize to display most populated neighbourhoods in Toronto
3. Call FourSquare API for most populated neighbourhood coordinates + Toronto

Results



Mapped Toronto neighbourhoods.

Results



Results

	categories	hasPerk	id	location.address	location.cc	location.city	location.country	location.crossStreet	location.distance	location.formattedAddress	li
0	[[{'id': '4bf58dd8d48988d1e0931735', 'name': 'C...'}]]	False	4b44fc77f964a520cc0026e3	427 University Avenue	CA	Toronto	Canada	NaN	340	[427 University Avenue, Toronto ON, Canada]	
1	[[{'id': '4bf58dd8d48988d1e0931735', 'name': 'C...'}]]	False	59f784dd28122f14f9d5d63d	245 Queen Street West	CA	Toronto	Canada	at St Patrick St	515	[245 Queen Street West (at St Patrick St), Tor...	
2	[[{'id': '4bf58dd8d48988d1e0931735', 'name': 'C...'}]]	False	4b0aaa8ef964a520272623e3	483 Bay St,Bell Trinity Square	CA	Toronto	Canada	Bell Trinity Square	130	[483 Bay St,Bell Trinity Square (Bell Trinity ...	
3	[[{'id': '4bf58dd8d48988d1e0931735', 'name': 'C...'}]]	False	4baa9f6cf964a520817a3ae3	401 Bay St.	CA	Toronto	Canada	at Richmond St. W	268	[401 Bay St. (at Richmond St. W), Toronto ON M...	
4	[[{'id': '4bf58dd8d48988d1e0931735', 'name': 'C...'}]]	False	53e8acc4498ee294fb100183	425 University Ave	CA	Toronto	Canada	Dundas	296	[425 University Ave (Dundas), Toronto ON M5G 1...	
5	[]	False	4baa31def964a52037523ae3	350 Bay St - 7th Floor	CA	Toronto	Canada	NaN	488	[350 Bay St - 7th Floor, Toronto ON, Canada]	
6	[[{'id': '4bf58dd8d48988d1e0931735', 'name': 'C...'}]]	False	4c19447c4ff90f4765ac0f49	595 Bay St,Atrium On Bay	CA	Toronto	Canada	at Atrium on Bay	309	[595 Bay St,Atrium On Bay (at Atrium on Bay), ...	
7	[[{'id': '4bf58dd8d48988d1e0931735', 'name': 'C...'}]]	False	4ec514ec9911232436e364af	Yonge	CA	Toronto	Canada	Dundas	481	[Yonge (Dundas), Toronto ON M5B 2G9, Canada]	
8	[[{'id': '4bf58dd8d48988d1e0931735', 'name': 'C...'}]]	False	57b1d07b498e85a00ac8baa8	NaN	CA	NaN	Canada	NaN	222	[Canada]	
9	[[{'id': '4bf58dd8d48988d1e0931735', 'name': 'C...'}]]	False	509d036ee4b0912bf20c8abc	Bell Trinity Square	CA	Toronto	Canada	NaN	137	[Bell Trinity Square, Toronto ON, Canada]	

Discussion

There are many neighbourhoods in Toronto to choose from, the client should focus on one a short distance away.

Based on population data, Old East York is the most populated neighbourhood. This could mean a lot of possible customers for the coffee shop.

FourSquare results showed no “coffee” related venues for Old East York, but a lot for Toronto. Further research would be necessary to decide, but this is a good starting point.

Conclusion

FourSquare analysis led to the discovery of no other coffee shop in the most populated Toronto neighbourhood.

The client will need to consider various other factors, but can use this research and analysis as a starting point.