

## Coursera Capstone – The Battle of Neighbourhoods

### Introduction/Business Problem:

I have a client planning to open a new coffee shop in Toronto. Coffee is a necessity for many people in the city and there are already a multitude of options. Therefore, it is extremely important that my client is equipped with the right information to make the best decision in terms of location. The chosen neighbourhood will be the deciding factor between huge success or failure for the new coffee shop. If the new coffee shop is placed correctly, there is a higher chance of it attracting new customers and building a name for itself in the city. This could possibly lead to more locations being opened and replicated from this initial one. It is extremely important to my client that this first location is a success and worth the investment.

### Data:

My team will use Foursquare data to explore and analyze the different neighbourhoods in Toronto. My team will start with basic analysis of the population in each area. My team will then break down location data to find out what types of businesses are prevalent in which neighbourhoods, avoiding ones that already have a high number of coffee shops.