



THE BATTLE OF THE NEIGHBORHOODS

KATE PELLETIER

INTRODUCTION

- Goal: predict the best neighborhood to open a new pilates studio in Toronto, Canada.
- Client wants studio to be in an already health-centric area of the city
- Client wants studio to not be near any other pilates studios

DATA

- Data used is Wikipedia dataset on Toronto, Canada neighborhoods
- Data includes latitude and longitude information for use with Foursquare
- Data has been formatted and cleaned so only health-conscious venues are considered during this analysis

METHODOLOGY

- 1 list of health-conscious venues in radius
- 1 list of JUST pilates studios in radius
- Order by number of venues
- Exclude neighborhoods that already have a pilates studio

RESULTS

- Red cluster shows promise
 - Due to popularity, should consider placing location in vicinity of red cluster
- Investigate other locations
 - Appear evenly spread out, good to keep in mind if opening a second location



DISCUSSION

- Data is a good first pass, but what can we improve on?
 - Further refine the definition of a neighborhood
 - Some neighborhoods appear to be only 1-2 blocks apart
 - Calculate ratios of health-conscious venues within neighborhood
 - Are some neighborhoods at their saturation point?
 - Find historical data and compare number of venues
 - Are health-conscious venues on the rise or decline in certain neighborhoods?

CONCLUSION

- Located 7 potential neighborhoods for a new pilates studio
- Used Foursquare API to find venues
- Used Wikipedia dataset to define neighborhoods
- Sorted venues to further refine data