

A night-time photograph of the Toronto skyline, featuring the CN Tower and various skyscrapers illuminated with colorful lights, reflected in the water.

# *Exploring Start-up Ideas in Toronto*

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IBM Applied Data Science Capstone

REFERENCE: <https://cdn.britannica.com/93/94493-050-35524FED/Toronto.jpg>

# Introduction

- Finding a suitable business idea which for the city of Toronto, Canada
- Beneficial for Entrepreneurs who don't have a business idea but have the money and resources to start the business
- Choosing the neighborhoods which don't have particular category of venue as the business location for final ideas
- Community gets the benefit for getting the same business in a close proximity

# Data Sources

- Primary data of neighborhoods, postal codes and boroughs is taken from Wikipedia
- Geocode is been utilised to get the latitude and longitude of neighborhoods
- Foursquare is used to get the list of venues (max 100 for each neighborhood) in the radius of 500m from each neighborhood

# Frequency of Categories

- Knowing the number of categories in Toronto is crucial to decide the best business idea (higher number means high demand)
- Restaurants and cafés are found to be the highest in numbers that are spread around the whole city

	Venue Category	frequency
0	Coffee Shop	182
1	Café	101
2	Restaurant	68
3	Park	51
4	Pizza Place	46

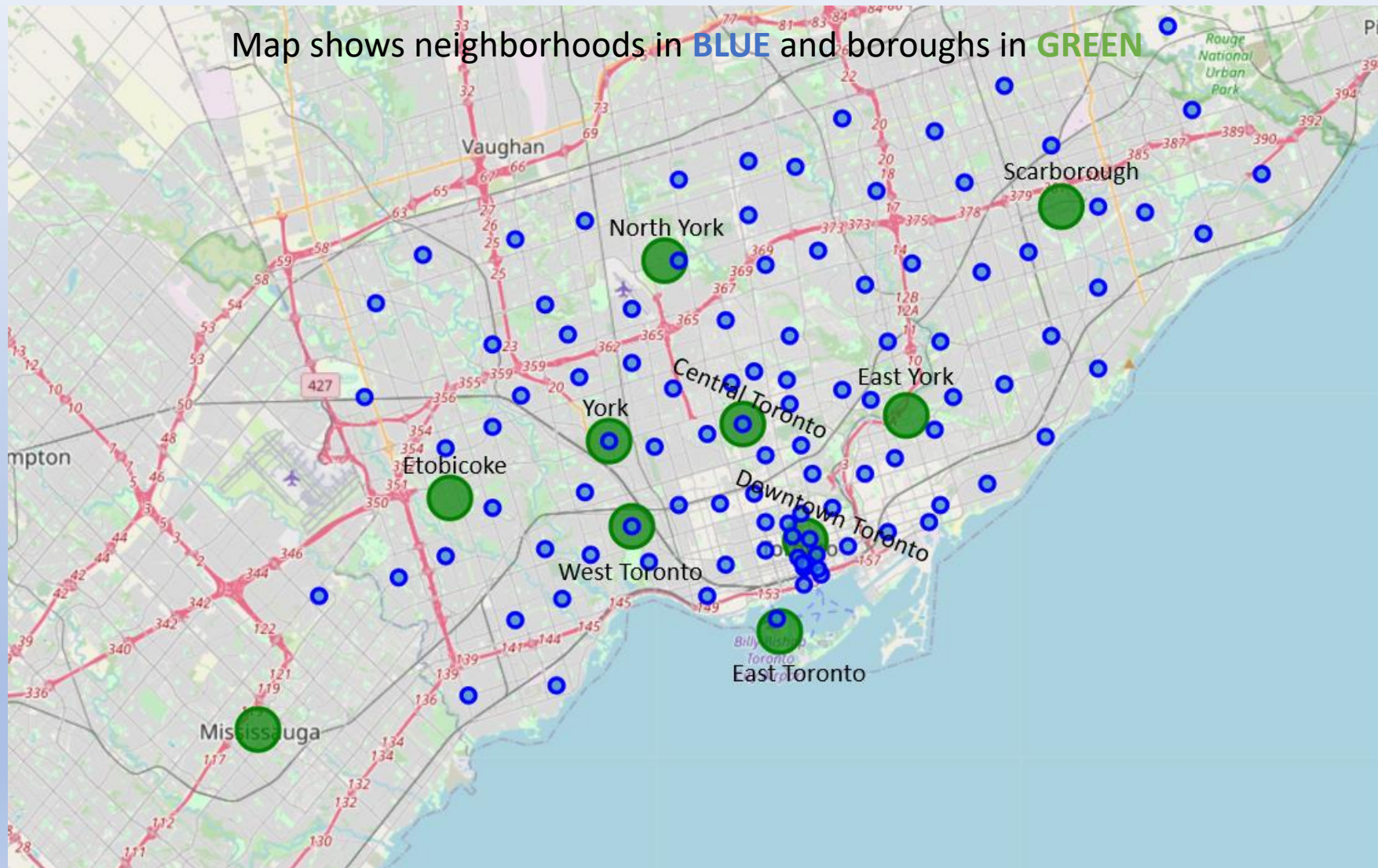
# Cut-off Frequency

- Some business are more than the total amount of neighborhoods (103)
- Decided to remove business with occurrences higher than total neighborhoods
- Cafés, Restaurants and Coffee Shops were removed from the ideas as already being plenty in the city
- BAKERY, COLTHING SHOPS and GYM are selected as 3 business ideas

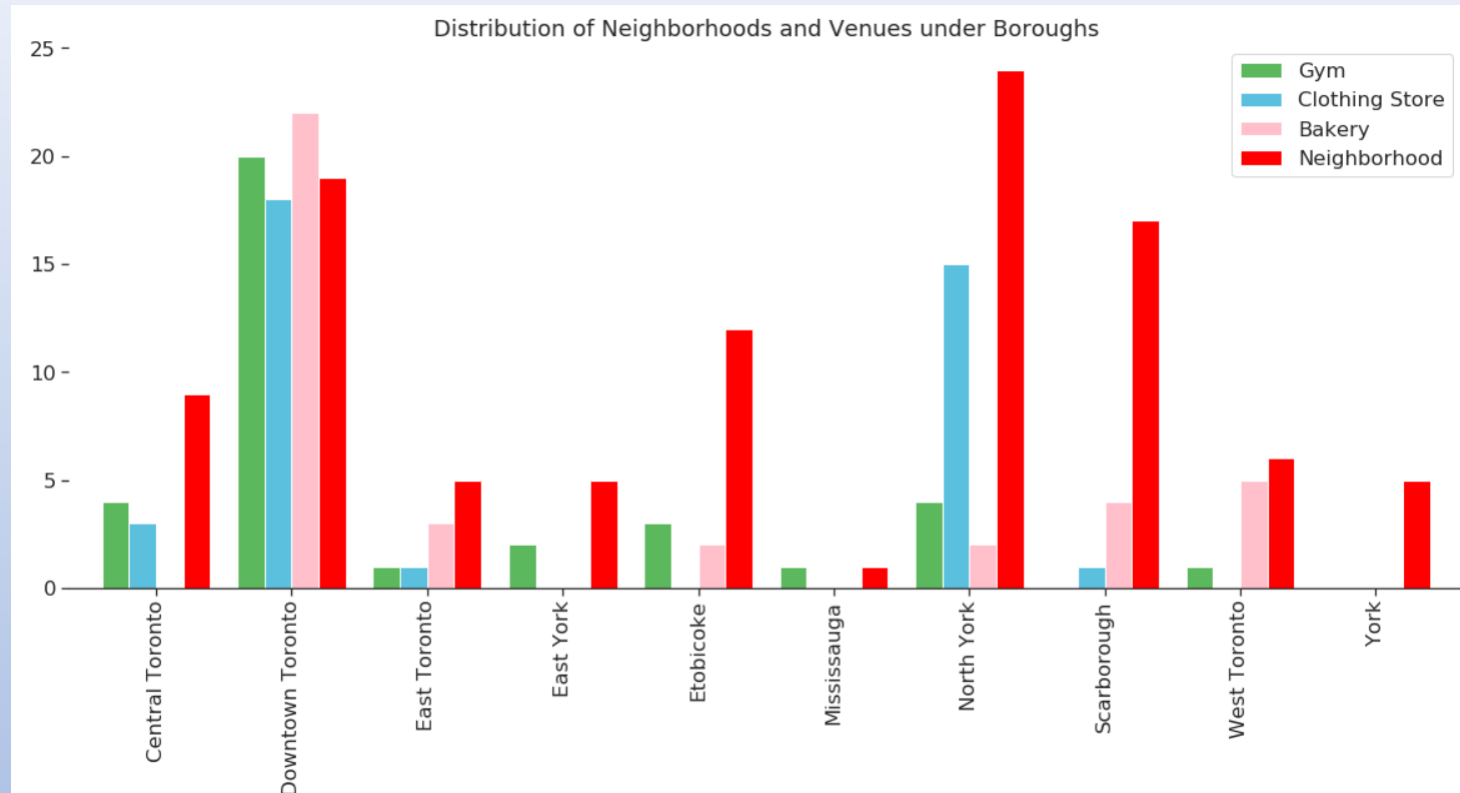
	Venue Category	frequency
0	Restaurant	68
1	Park	51
2	Pizza Place	46
3	Italian Restaurant	46
4	Hotel	43
5	Japanese Restaurant	42
6	Sandwich Place	39
7	Bakery	38
8	Clothing Store	37
9	Gym	34



# Borough Visualization



# Selecting Business Location



- 4 boroughs: North York, Downtown, Scarborough and Etobicoke are selected (having >10 neighborhoods)
- GYM at Scarborough and BAKERY at Etobicoke were considered (due to absence of same in boroughs)

# Conclusion & Discussion

- 2 locations are suggested for business: Gym at Scarborough and Bakery at Etobicoke
- Consideration of BAU (Business as usual) is done while giving business suggestions, and it is decided that idea is currently not feasible due to COVID-19 pandemic (which is out of scope for the project)



THANK YOU