

Finding optimal locations to open restaurant/grocery businesses.

Introduction

An international grocery and restaurant chain looking forward opening their business locations in the city of Toronto. They wanted to identify optimum locations having maximum businesses potential and required to generate business intelligence to form a strategy in establishing their new business locations.

In the week 3 assignment we note that the Toronto city has 140 postal zip codes assigned to 103 different boroughs. This project will conduct analyzing population demographics, financial and household data in those neighborhoods and cluster them based on their similarity. It will also find the existing venues creating competition (e.g. Restaurants, Grocery stores) and other venues in the proximity which adds new businesses opportunities.

Data

Data Sources

Source #1: City of Toronto's Open Data Catalogue

URL: <https://www.toronto.ca/city-government/data-research-maps/open-data/open-data-catalogue/>

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Source #2: Datasets used in the Week3 Assignment, Neighborhood Segmentation and Clustering

| Name | Description | File Format |
|--|---|-------------|
| Postal Codes Dataset | List of postal codes of Toronto, Canada web scrapped from https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M | csv |
| Geospatial Coordinates of Postal Codes | Geographical coordinates of each postal code: http://cocl.us/Geospatial_data provided in the assignment. | csv |

Source #3: Foursquare APIs location data

URL: <https://developer.foursquare.com>