Week 2: The Battle Of Neighbourhood-Coffee Shop Business

Introduction/Business Problem:

Toronto is a big multicultural city with a lot of competitive markets in food, entertainment and tourist industry. Our business problem is to find a location to open a coffee shop in Toronto, Ontario.

Data:

We need to collect Data of all coffee shops in Toronto including their name, id, location (address, latitude, longitude) then pick up the "hot" neighbor where most of the venue. In order to asset Data we use FourSquare and apply folium for visualizing a particular neighbor in which we will observe customer "traffic" and predict an appropriate location of a new coffee shop in town.

Methodology:

- Import all libraries
- Apply credentials from foursquare
- Get request near Toronto
- Transform data into json then request geocode.
- We start creating group including information which is recommended.
- Creating items of objects coffee shop and their attributes - id, address, name, etc
- From the output we can identify necessary factors of what we will use later to consider the probability of launching our up-to-coming location.Based on that we start to organize

Results & Discussion:

We executed a very important part - get coordinates of Toronto and created a folium map which helped to visualize what we have got from data. Below map gives us the area of location where major coffee shops are in downtown Toronto on the street where we are interested.
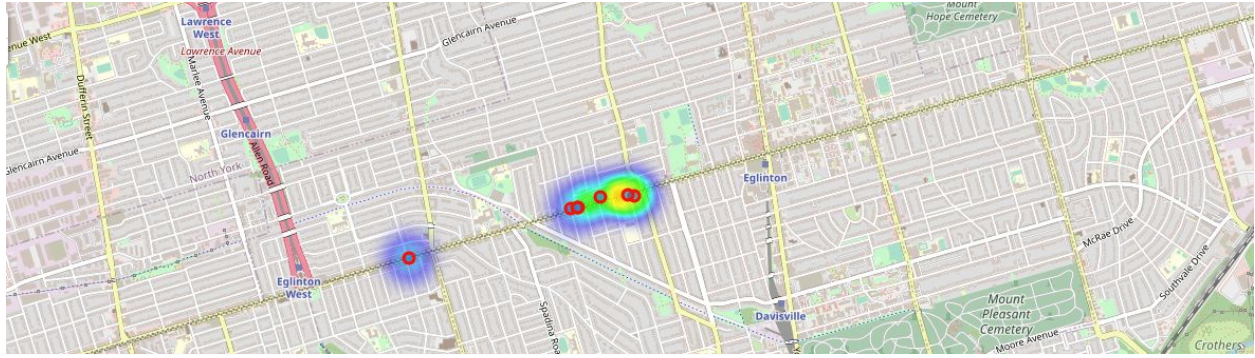
Conclusion:

We would want to pick a location that is near to the below map area but not close to the red dots to avoid a competitive market.