



Downtown Toronto Exploration

IBM Data Science Capstone

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Feb 2020




Purpose: serves as a city exploration guide

Target users: newcomers to the University of Toronto and the city

Deliverables: recommend places to go to

- list of cafes and restaurants near the school
- cluster of neighborhoods and what each cluster is known for

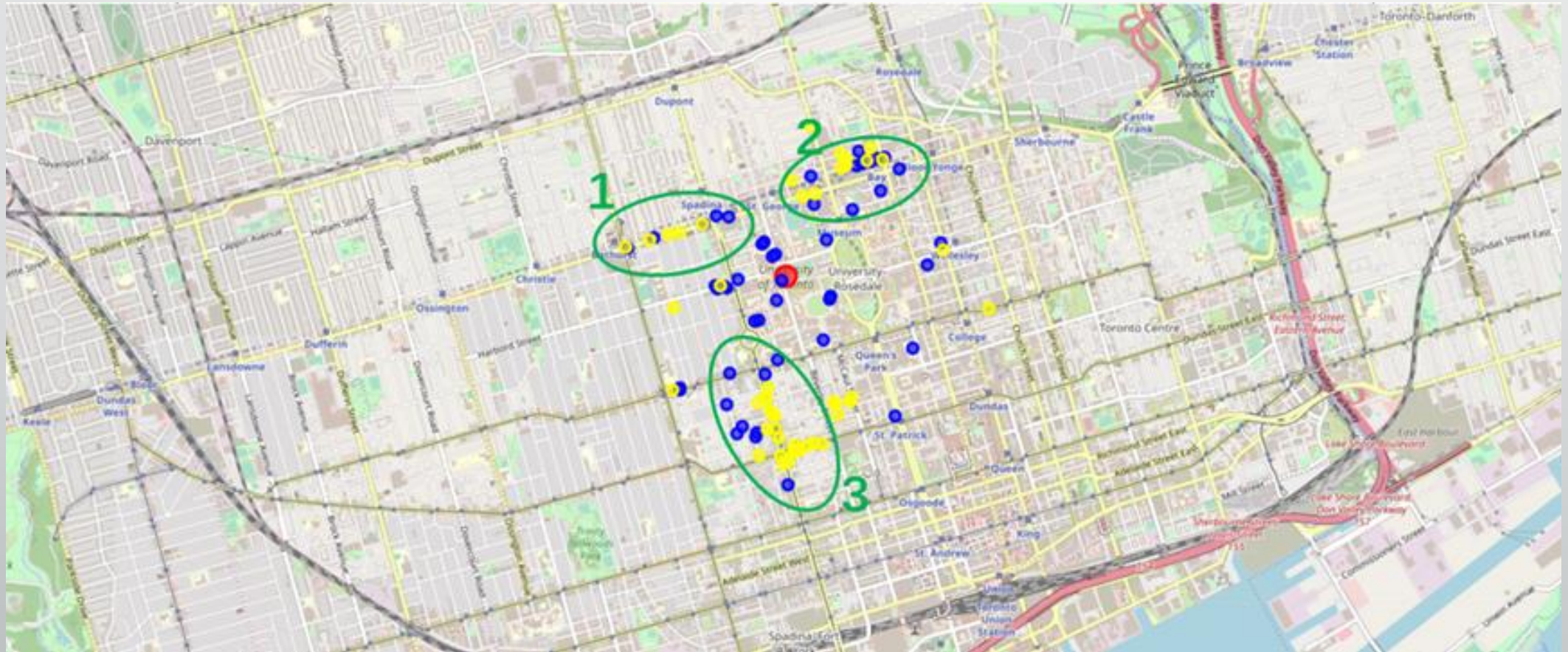


Data: venue location, Postal Code, Borough, Neighborhood, coordinates

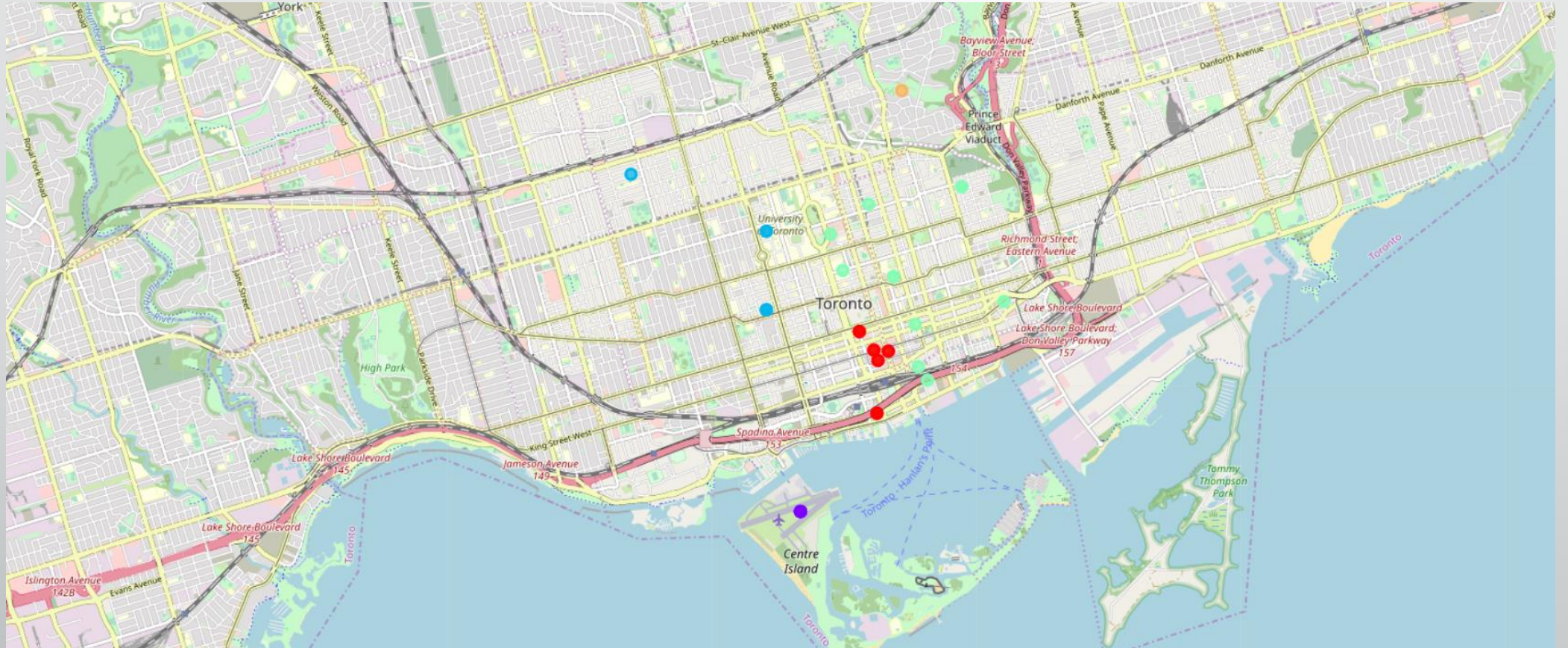
Data source: Wikipedia, Foursquare

Methodology: K-means Clustering

A lot of dining options near the school campus –
Cafes and Restaurants are mostly concentrated in the three circled areas on the map



Neighborhoods in downtown Toronto are grouped into 5 areas quite reasonably





Five areas can be recommended to interested users for different reasons

Area 1 (cluster 0): Tourist attractions, fancy restaurants...

Area 2 (cluster 1): Harbor, scenic lookout...

Area 3 (cluster 2): Asian restaurants, bars, vegan food...

Area 4 (cluster 3): Coffee, gastropubs, clothing stores...

Area 5 (cluster 4): Parks, upscale communities...

There is room for improvements...

- Cluster 0 is probably an area so small that all the neighborhoods have exactly the same common venues
- Rental prices can be included to help students determine the places to live in