

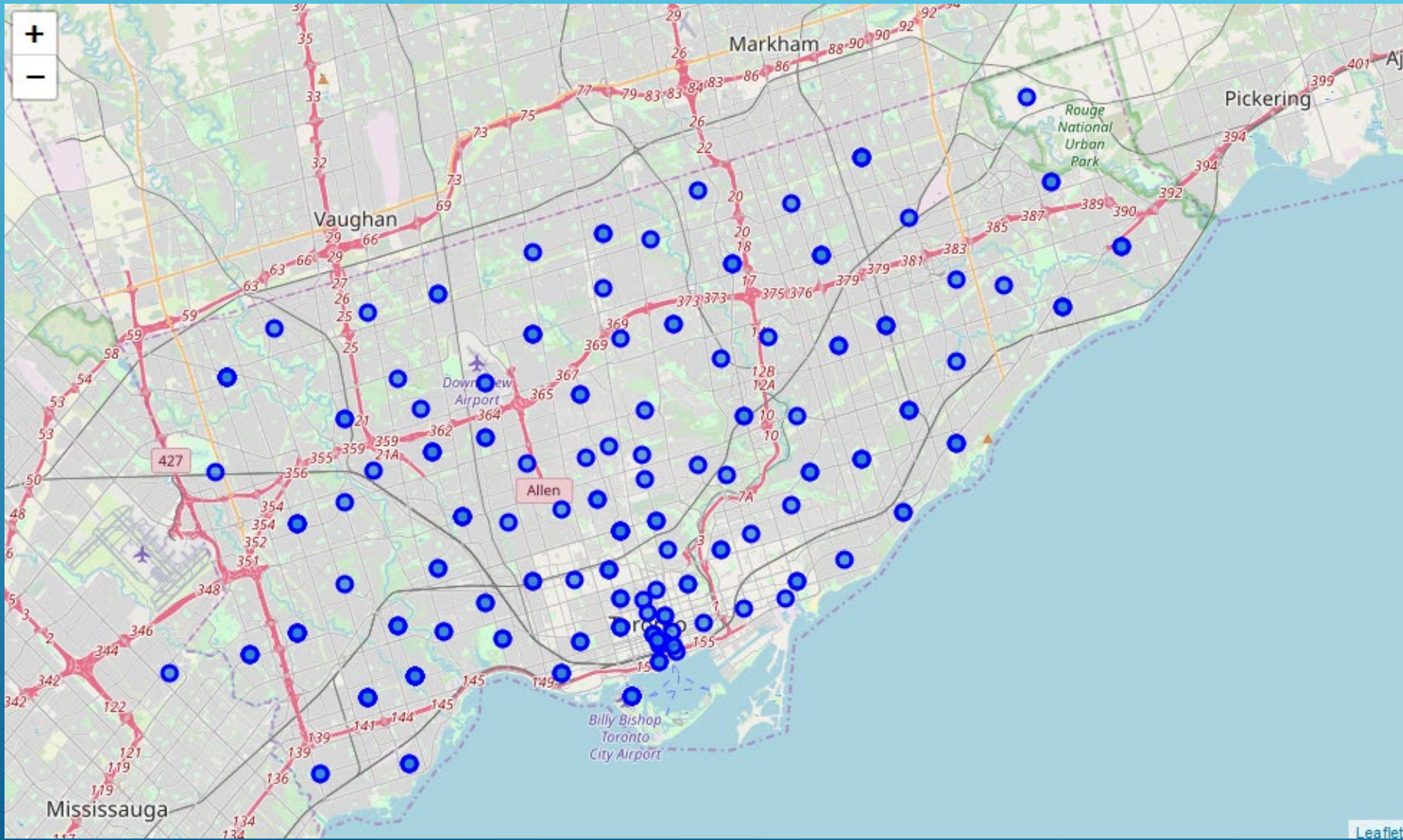
# THE BATTLE OF NEIGHBORHOODS

IBM Data Science by Coursera

Applied Data Science Capstone  
Peer Graded Project

Stefan Schäfer

# TORONTO HAS 210 NEIGHBORHOODS IN 11 BOROUGHES



# 272 UNIQUE VENUES IN TORONTO

- There are 272 unique venue categories based on Foursquare data
- 50 neighborhoods have a Pizza Place in the top 10 venues
- 27 neighborhoods have an Italian Restaurant in the top 10 venues
- At 17 neighborhoods a Pizza Place is the no. 1 venue
- 3 of these 17 neighborhoods have also an Italian Restaurant in the top 10 venues
- No neighborhood has an Italian Restaurant as venue no. 1

## **Conclusion:**

Our opportunity is to choose a neighborhood where Italian Food is already established (Pizza and Restaurant) and where we have some other restaurants, which is a signal for people going out there for lunch or for dinner. As there is no neighborhood with an Italian Restaurant as venue no.1, our goal will be to conquer this position.

# ITALIAN FOOD IN TORONTO

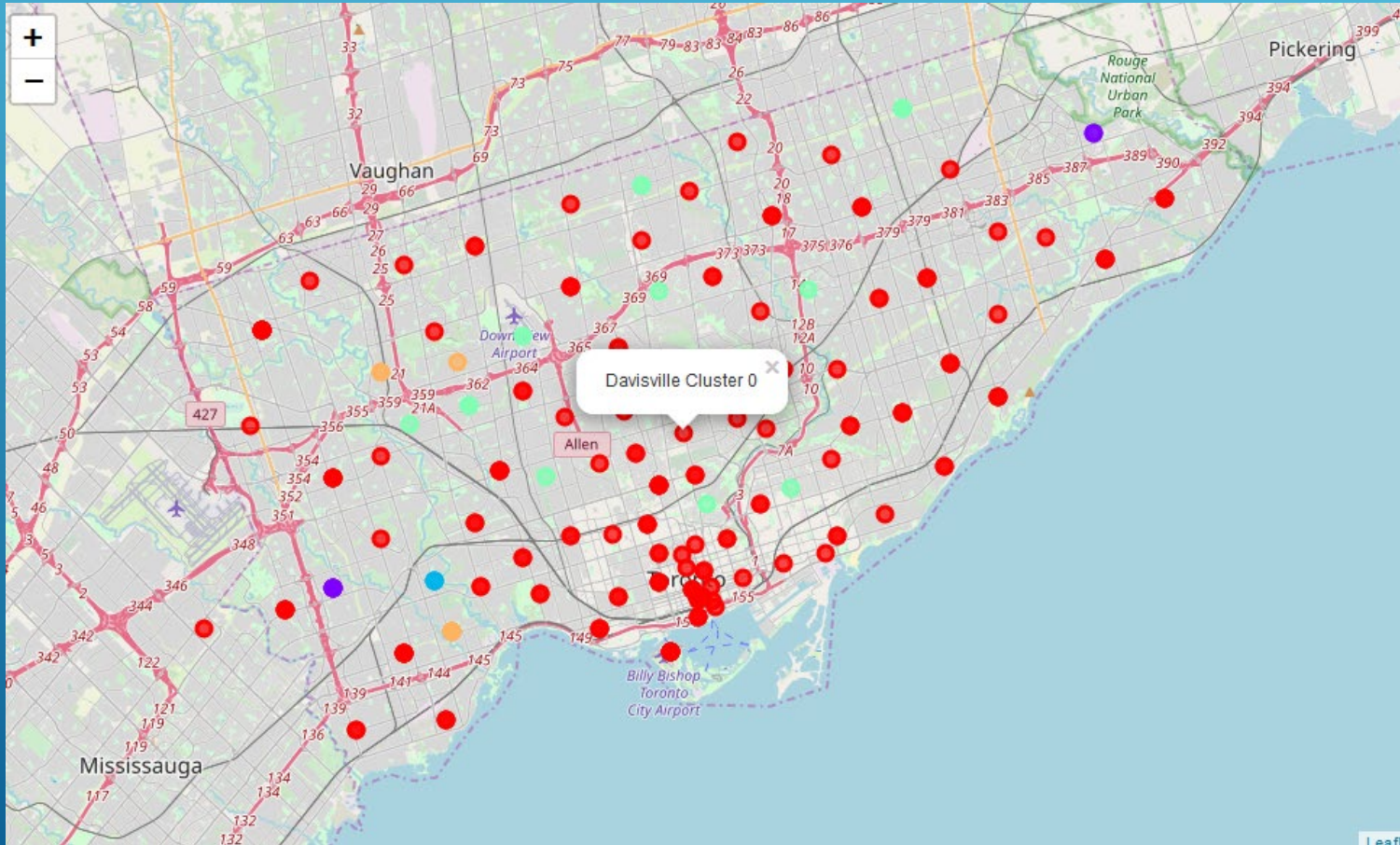
These are the coordinates of the 17 neighborhoods with no. 1 Pizza Places

	Postcode	Borough	Neighborhood	Latitude	Longitude
0	M4B	East York	Woodbine Gardens	43.7064	-79.3099
1	M4B	East York	Parkview Hill	43.7064	-79.3099
2	M9P	Etobicoke	Westmount	43.6963	-79.5322
3	M4S	Central Toronto	Davisville	43.7043	-79.3888
4	M1T	Scarborough	Clarks Corners	43.7816	-79.3043
5	M1T	Scarborough	Sullivan	43.7816	-79.3043
6	M1T	Scarborough	Tam O'Shanter	43.7816	-79.3043
7	M9V	Etobicoke	Albion Gardens	43.7394	-79.5884
8	M9V	Etobicoke	Beaumont Heights	43.7394	-79.5884
9	M9V	Etobicoke	Humbergate	43.7394	-79.5884
10	M9V	Etobicoke	Jamestown	43.7394	-79.5884
11	M9V	Etobicoke	Mount Olive	43.7394	-79.5884
12	M9V	Etobicoke	Silverstone	43.7394	-79.5884
13	M9V	Etobicoke	South Steeles	43.7394	-79.5884
14	M9V	Etobicoke	Thistletown	43.7394	-79.5884
15	M8W	Etobicoke	Alderwood	43.6024	-79.5435
16	M8W	Etobicoke	Long Branch	43.6024	-79.5435



# CLUSTERING

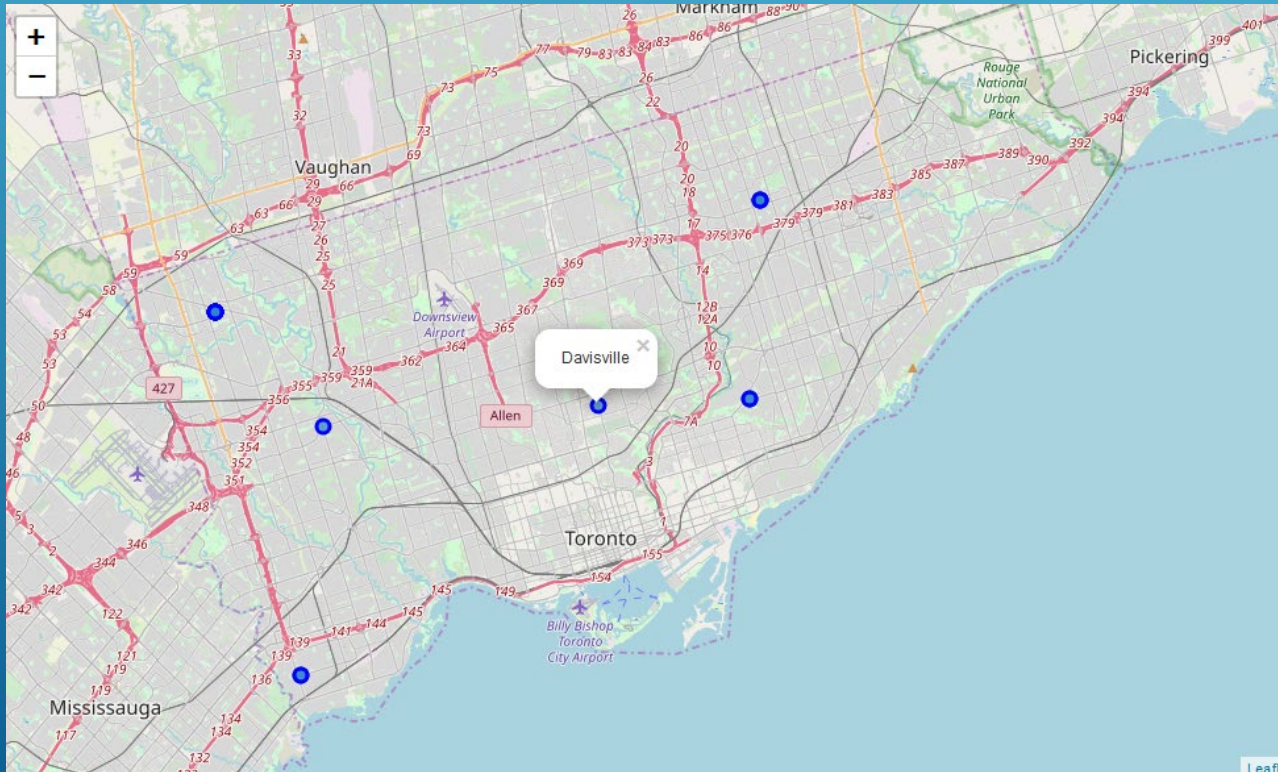
- A KMEANS Clustering showed that we have a lot of very similar neighborhoods in Toronto
- But it helps us to discard neighborhoods where we have mostly parks, baseball fields, etc.



# OUR RECOMMENDATION: DAVISVILLE

We recomend to open the new Italian Restaurant in Davisville because

- it Davisville has an „urban touch“ (no pure residential area)
- there are some other restaurants (pizza as no. 1 venue)
- it is relativley close to Toronto downtown, the highway and train stations





# A CLOSER LOOK AT THE MAP

