

# Business Plan

## New Veterinary in Toronto

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### Background

A client who wants to open a veterinary clinic in Toronto contacted us to receive input on the best location to set up his/her business.

The purpose of this study is to locate the best location to open a new veterinary clinic in Toronto. In order to find a suitable location, we will leverage our knowledge of the area by using the Foursquare database along with the animal registry database from the city of Toronto and the population database.

The goal is to find a location where the number of registered animal is high and the number of veterinary per inhabitant is small. To do so, we will combine the datasets to obtain a full description of each postal code, that is, the number of registered pets, the number of clinics, and the number of inhabitants. Using machine learning technic, we will cluster the neighborhoods and identify the ones that represent the best business opportunity for our client.

### Data

For this study, we will use the following datasets:

1. Toronto animal registry
  - a. These datasets are dated from 2013 to 2017, they contain the number of registered cats and dogs per postal code.
  - b. The data is stored in a CSV file.
2. 2016 Census results

- a. The results from the 2016 census will provide sufficient information regarding the number of inhabitants per postal code.
- b. The data is stored in a CSV file.

For this study, we will use the following services:

1. Geocoder
  - a. This will be used to retrieve the geolocation of the neighborhoods of the city of Toronto.
2. Foursquare
  - a. The API will be used to retrieve information on existing veterinary clinics.

For this study, we will use the following geographical data:

1. Geojson file of the Toronto neighborhood
  - a. This geojson file will be used to improve the quality of our plots.

## Limitations

The following aspects have to be considered when looking at the results of the study:

1. The animal registry only covers dogs and cats.
2. Not every pet owner chooses to register his/her pet.
3. The animal registry