



The Battle of Neighborhoods

CAPSTONE PROJECT

Background

The success of a new business depends on a number of factors, one of them is to perform market research. Market research allows a prospective business owner to identify gaps in supply as well as determine if an area has demand for their goods. Doing this research will ensure a new business is set up for success and their hard work does not go to waste, however it is currently very time consuming.





The findings will allow new restaurant owners to decide where to open their venue as well as what type of food they will serve.



Data

Geospatial data will be gathered from

<http://www.geonames.org/>

Census data from Statistics Canada

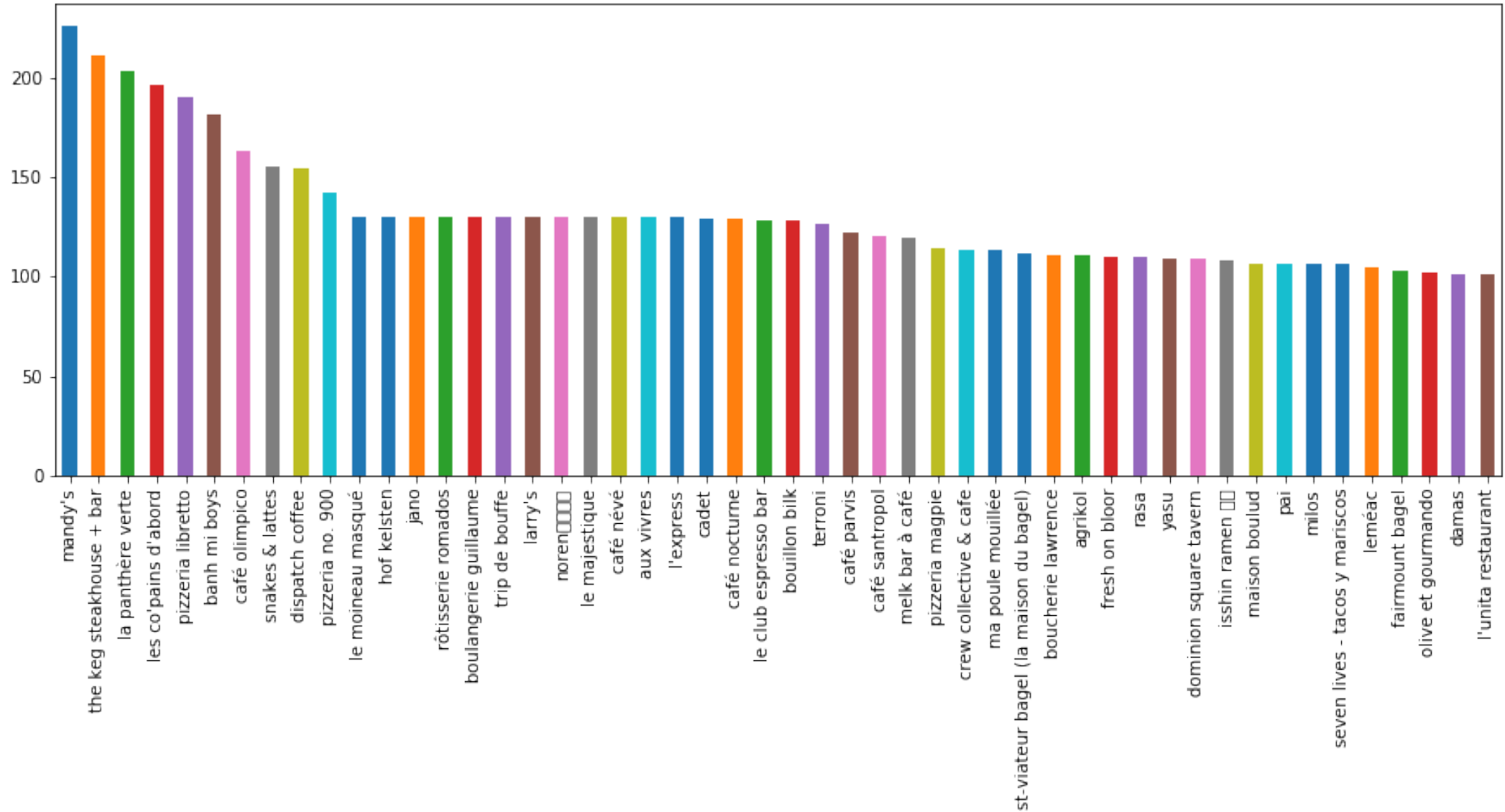
<https://www.statcan.gc.ca/>

Current business/venue data from

<https://foursquare.com/>

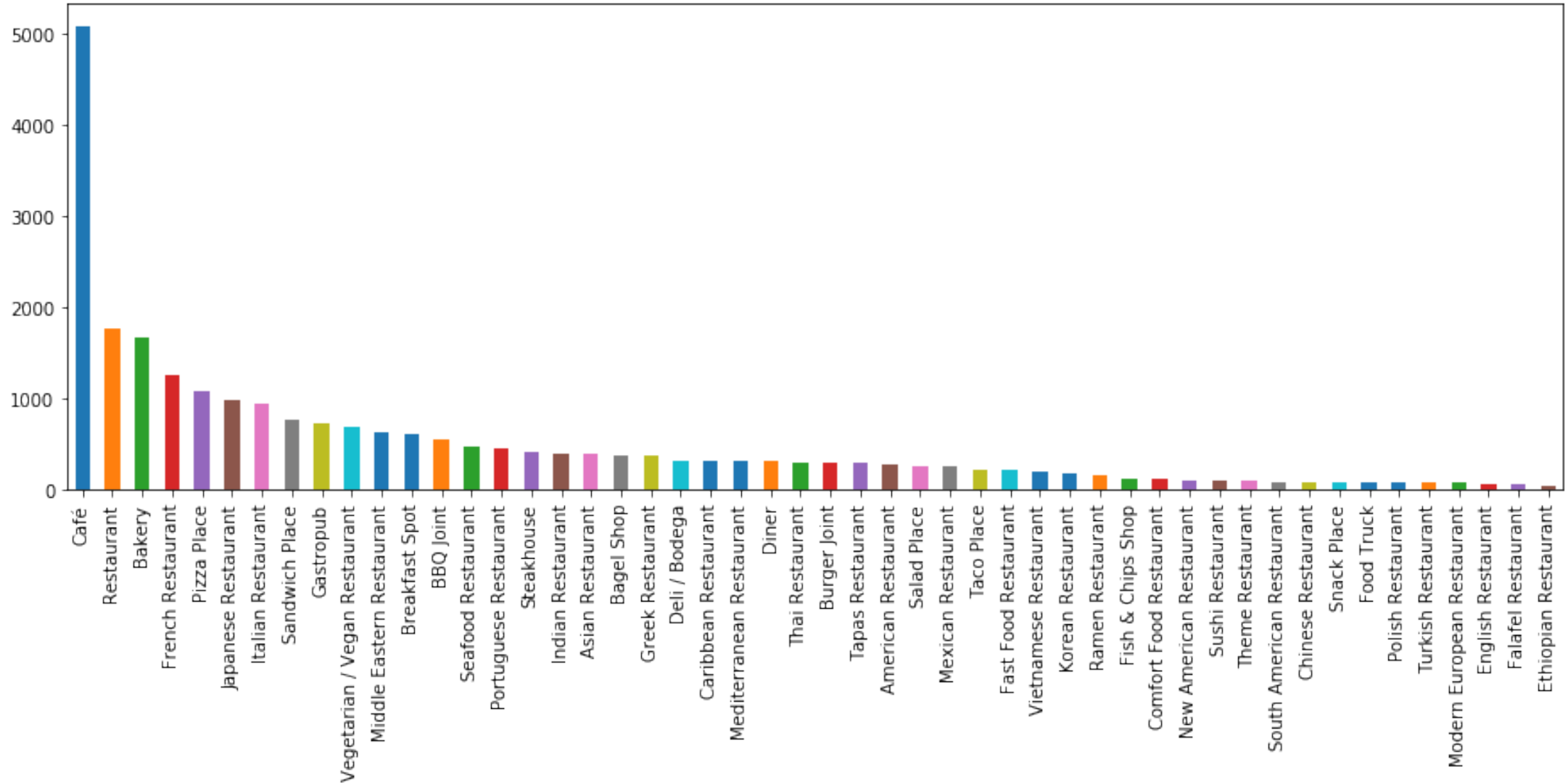
The current market

Top 50 most popular food franchises in Canada



The current market

Top 50 popular food franchises catagories in Canada



Measure of success

Three matrices will be used to determine if and what type of business will succeed in a given area:

1. Area population/venue density vs national statistics
2. Area population change vs national statistics
3. Area population/venue/category density vs national statistics



Example Report

Downtown Toronto has a total population of 15951 and 1700 venues. The standardised population/venue ratio is 0.423 which is more than the national median of 0.026, nationally the population/venue is an average is 22087 and 25450 per Neighbourhood.

Downtown Toronto has had a population change of 0.011% p/a which is less than the national average of 0.01%. Therefore, new businesses in Downtown Toronto has a greater chance of success.

Based on the data, there are 7 types of venues that are likely to do well in Downtown Toronto (see graph below). A Portuguese Restaurant is most likely to do well and a Café is likely to do the worst as it is oversaturated based on the national data.

Top 10 Venue Categories for new businesses in Downtown Toronto:

- 0 Portuguese Restaurant
 - 1 Tibetan Restaurant
 - 2 Bagel Shop
 - 3 Fast Food Restaurant
 - 4 Noodle House
 - 5 Deli / Bodega
 - 6 Turkish Restaurant
 - 7 Afghan Restaurant
 - 8 Hot Dog Joint
 - 9 Falafel Restaurant
-

Example Report (Continued...)

Bottom 10 Venue Categories for new businesses in Downtown Toronto:

72 Vegetarian / Vegan Restaurant

73 Steakhouse

74 Sandwich Place

75 Diner

76 Bakery

77 Restaurant

78 Japanese Restaurant

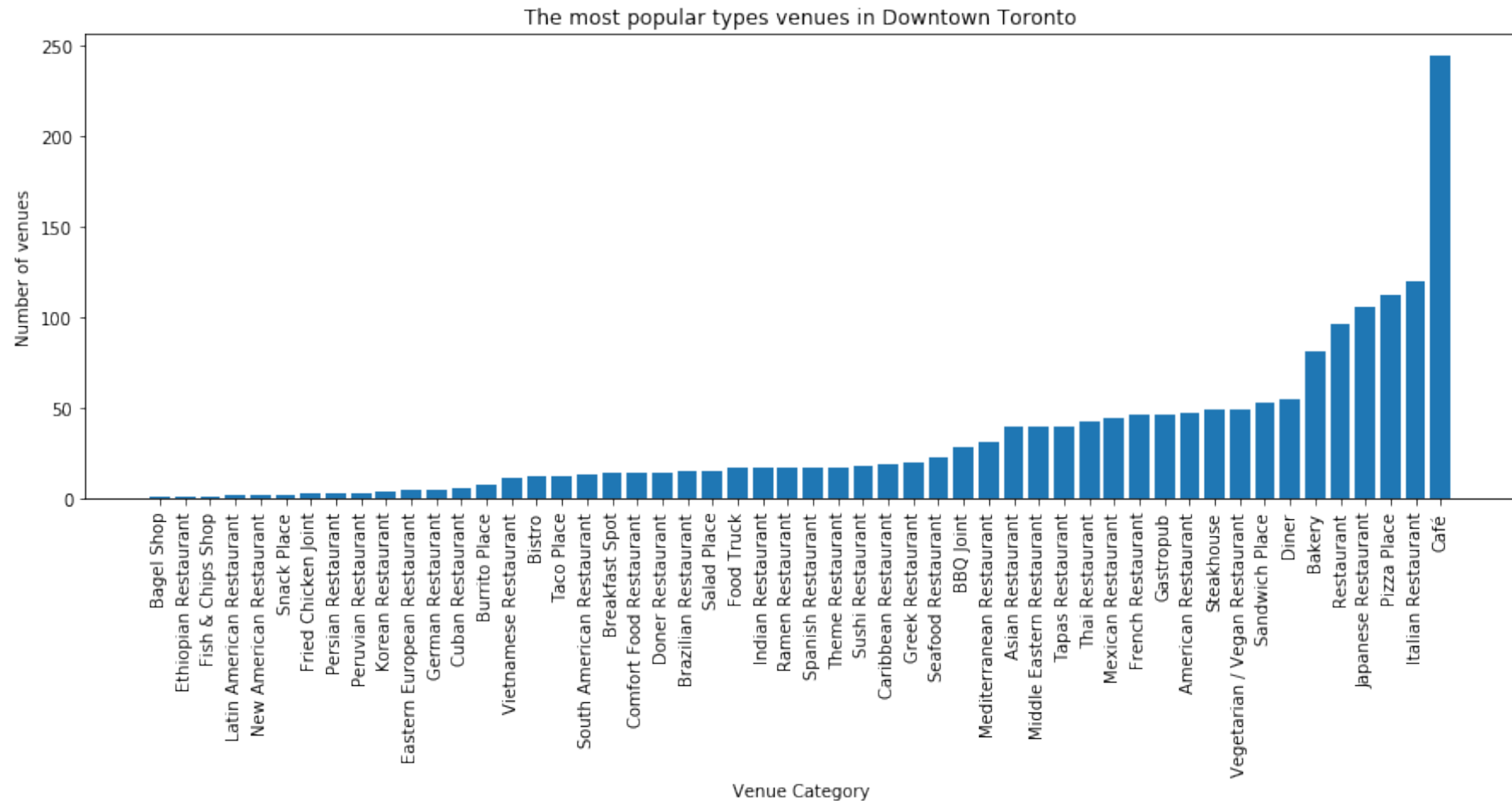
79 Pizza Place

80 Italian Restaurant

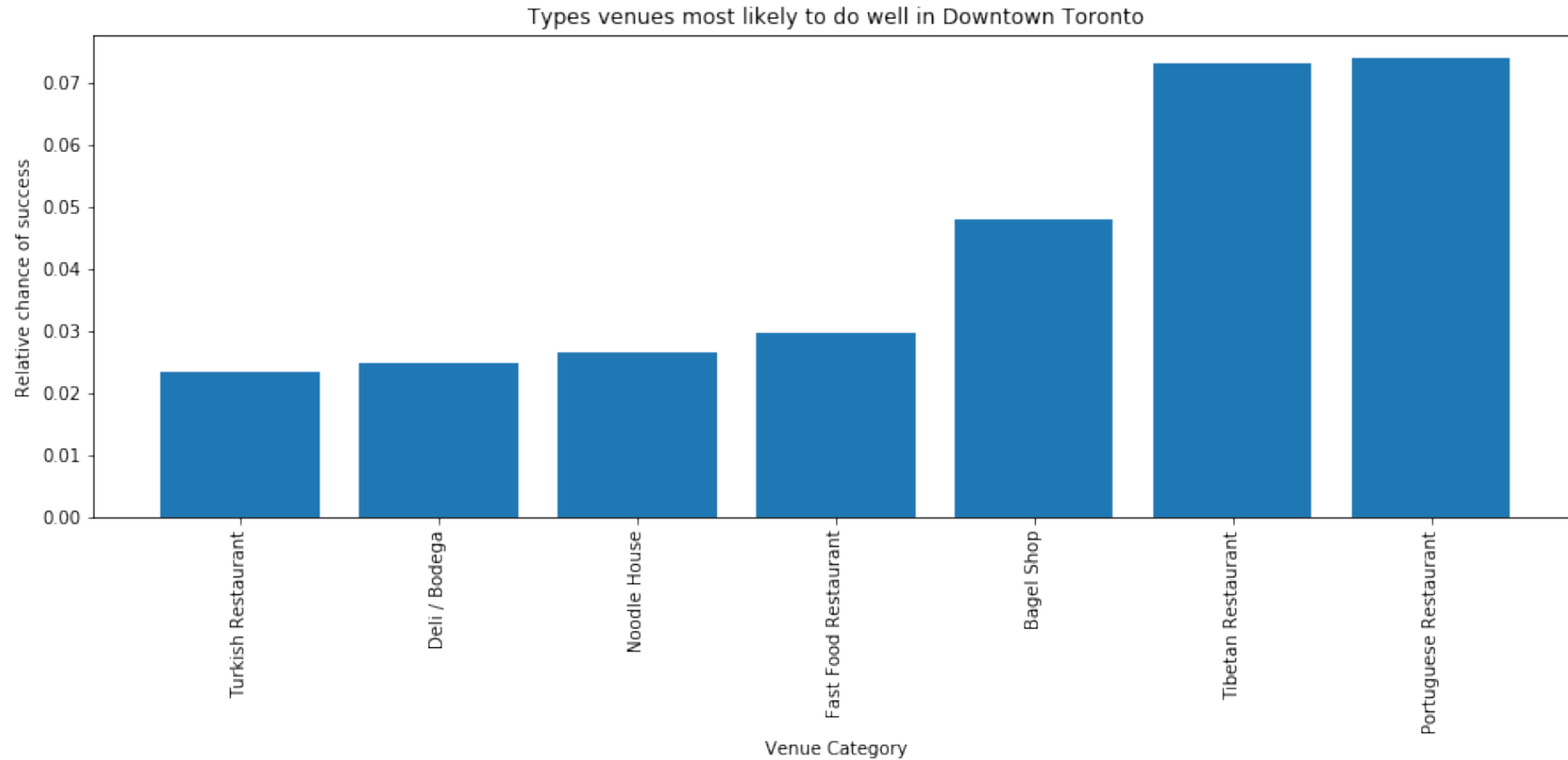
81 Café

Name: Venue Category, dtype: object

Example Report (Continued...)



Example Report (Continued...)





Thank You!