

Capstone Project - The Battle of Neighborhoods (Week 1)

Introduction: Business Problem

Toronto is Canada's largest city with a population of 2.93 million (2017) and a known world leader in business, finance, technology, entertainment, and culture. With a large immigrant population from all over the globe, this city is known to be one of the most multicultural cities in the world.

In terms of business opportunities and competitiveness, KPMG Competitive Alternatives Report, 2014, Toronto is ranked ahead of all major US cities and 6 in the world in competitiveness – ease of doing business. This possesses many advantages for new businesses and immigrants. Crime rate is a key indicator of a neighborhood's stability and trends can be a decider of whether an individual, family, or business would be inclined to move to a neighborhood.

My client is a global security firm and aims to expand its operations to Toronto and has given me the task of finding the best location for their brick and mortar store which provide security service and products, including home and business security alarm systems and armed guard response services.

Data

Crime and Foursquare location data for Toronto Neighborhoods will be researched and with suitable sources identified, the data will be wrangled and cleansed to bring to a usable format. The cleansed data will then be analyzed and visualized. The best neighborhood(s) for the new store/office will be recommended based on results from the analysis.