

# *Capstone Project Report*

## *“The Battle of Neighborhoods”*

### Executive Summary

In this project, we try to analyze data to support the decision of choosing an optimum location for opening a new business in Toronto city.

### Introduction/Business Problem:

Toronto is one of the most famous city in Canada, with a population of 6,139,000 in 2019 (a 0.94% increase from 2018). It is an international centre for business and finance. Generally considered as financial capital of Canada. Toronto is also an important centre for media, information technology and film production industries and is one of Canada’s leading tourism destinations.

In Toronto, we can find a lot of opportunity for new businesses, however, Toronto also has attracted many to start a business already, so for Everyone who consider to start a new bussiness in Toronto, they need to find the answer for a questions, such as:

1. Which kind of business should he consider?
2. Where should he locate his first venue?
3. The number of competitors in the neighborhood?
4. The average income of the neighborhood
5. Are thre any further expansion opportunities for the future?

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Data sources and how these data will help to solve the problems:

Dataset	Source	Key Features	How to use?
Toronto Post Code	<a href="https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M">https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M</a>	PostCode district and area information	To segment Toronto into areas and return basic information about the area
Neighbourhood Profiles	<a href="https://ckan0.cf.opendata.inter.prod-toronto.ca/en_AU/dataset/neighbourhood-profiles">https://ckan0.cf.opendata.inter.prod-toronto.ca/en_AU/dataset/neighbourhood-profiles</a>	Demographic, social characteristics of people.	Information about average income...
Foursquare venue API	<a href="https://developer.foursquare.com/">https://developer.foursquare.com/</a>	Venue types and locations	Identifying existing business in Toronto, their location.