**Analyzing Toronto Borough to Determining Business Venue Locations**

1. **Introduction**
   1. **Background**

Toronto is a capital city in the province of Ontario Canada, being one of the fastest-growing cities in the northern part of America. The growth of the metro area population as of 2021 is estimated to be 6,255,000 [1]. The increase in immigrants entering the country has a great effect on the country's economy. Toronto also is among the leading financial industry center in Northern America, which has helped the economic growth of the city, with a desirable quality of life among its residents, and has provided a highly viable business environment [2]. Toronto has six neighborhood districts also known as Boroughs, from each borough contains 140 official neighborhoods that are recognized by the city [3]. The neighborhoods are assigned with different alphanumeric postal codes (zip code), while some share the same postal code. The postal codes help to determine which borough each neighborhood belongs to, and this helps to distinguish between neighborhoods and also the common activities that are peculiar to them. Therefore, different categories and ranges of businesses can be examined based on the neighborhood to establish the best locality to start-up business investment.

* 1. **Problem**

Extracting existing data that contains information about the neighborhood according to their postal codes and the existing business to determine the best venue for small-medium enterprise (SME) investors.

* 1. **Interest**

Considering problems in determining the best location to invest, investors are more interested in targeting the best venue to maximize their customer base with fewer competitors. This helps in analyzing which borough has the most densely populated neighborhoods and exploring the nearby venues businesses to determine which is the best neighborhood to invest in.