Nightlife in Toronto Canada

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1. Introduction: Business Problem

Toronto has mainly three different types of clubs; these are The Nightclub, the Strip Club and the Jazz Club. This project aims first to create 3 clusters of neighbourhoods according to clubs in and around that neighbourhood, secondly recommend an ideal location for nightlife in Toronto. The target audience of the report is any person/tourist wanting to explore the nightlife in Toronto.

In choosing the optimum locations; we will aim to detect **locations that at least have one of the mentioned clubs**, but there should be enough clubs in the vicinity to invite crowds.

From the data available, candidate neighborhoods will be identified and based on the above criteria the best possible final location will be chosen and suggested.

2. Data

Data plays a crucial role in achieving the above set objectives. Based on definition of our problem, factors that will influence our decision are:

- Clusters that the clubs are grouped into.
- Proximities of Clubs in different clusters i.e. different type of clubs who are at close proximity to each other will be favoured.
- Number of clubs (Night/Jazz) in Toronto.

The following data sources will be needed to extract/generate the required information:

- Location data specific to Toronto will be scraped of Wikipedia (Wikipedia, 2020); this information contains the borough, neighbourhood, latitude and longitude and postal code.
- All information relating to the type of clubs in the area will be accessed using *Foursquare API*
- Toronto coordinates will be gotten from the internet (a quick Google search will be conducted).

Refer to Figure 1 for the complete dataset.

	Borough	Neighborhood	Latitude	Longitude
0	North York	Parkwoods	43.753259	-79.329656
1	North York	Victoria Village	43.725882	-79.315572
2	Downtown Toronto	Regent Park , Harbourfront	43.654260	-79.360636
3	North York	Lawrence Manor , Lawrence Heights	43.718518	-79.464763
4	Downtown Toronto	Queen's Park , Ontario Provincial Government	43.662301	-79.389494
...	...	...	...	...
98	Etobicoke	The Kingsway , Montgomery Road , Old Mill North	43.653654	-79.506944
99	Downtown Toronto	Church and Wellesley	43.665860	-79.383160
100	East Toronto	Business reply mail Processing CentrE	43.662744	-79.321558
101	Etobicoke	Old Mill South , King's Mill Park , Sunnylea ,...	43.636258	-79.498509
102	Etobicoke	Mimico NW , The Queensway West , South of Bloo...	43.628841	-79.520999

103 rows × 4 columns

Figure 1: Canada Data Frame

3. Methodology

KMeans clustering will be used to cluster the data into the amount of categories clubs fall into. For identity purposes, a column with cluster labels was inserted; the new clustered dataset will be merged with the old dataset.

The following actions will be taken to:

- In the first step; we scrapped data from Wikipedia, conducted data cleaning and presented the data in data frame. The data was visualized using Folium.
- The different clubs will be clustered to a value equal to the number of unique venue categories (club categories). KMeans clustering will be the tool used to accomplish the task.
- Determine the neighbourhoods and boroughs of the affected areas.
- Rank the neighbourhoods and boroughs according to frequency.

4. Analysis

Using Folium, the neighbourhoods were graphed. The figure below shows the distribution of the neighbourhoods.

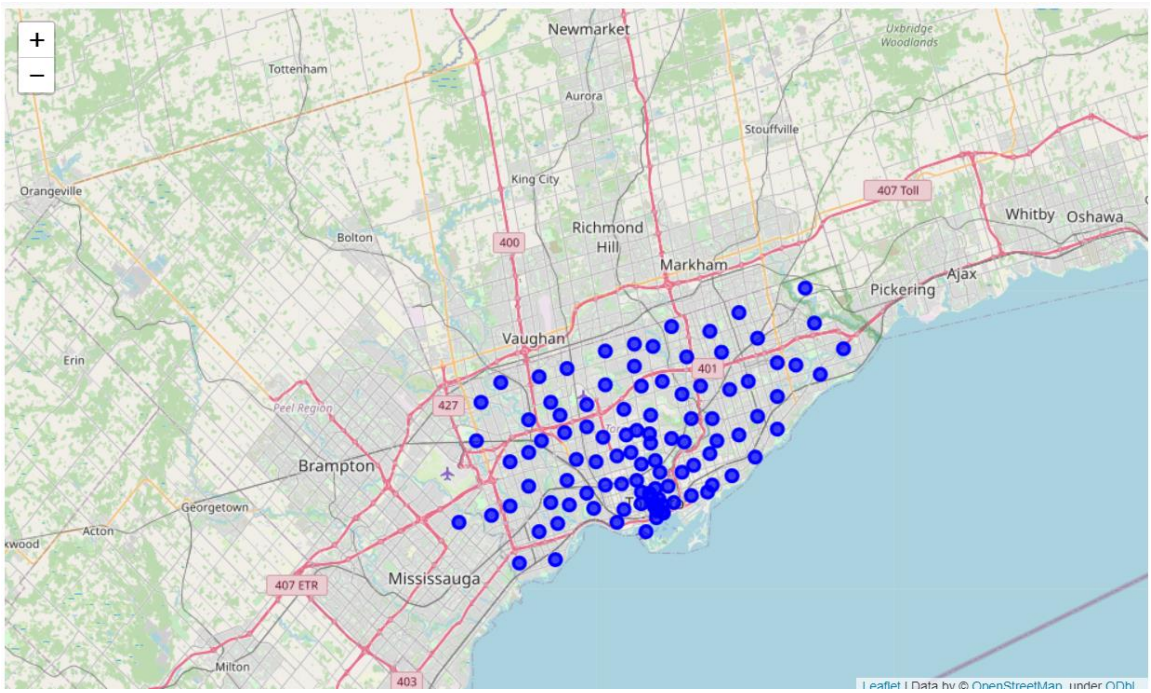

Figure 2: View of Canada

The data was grouped into 3 clusters; the contents of the clusters are as follows:

- Cluster 0 consists mostly of Strip Clubs (red)
- Cluster 1 consists mostly of Jazz Clubs (light blue)
- Cluster 2 consists mostly of Nightclubs (purple)

Refer to the Figure below as a summary.

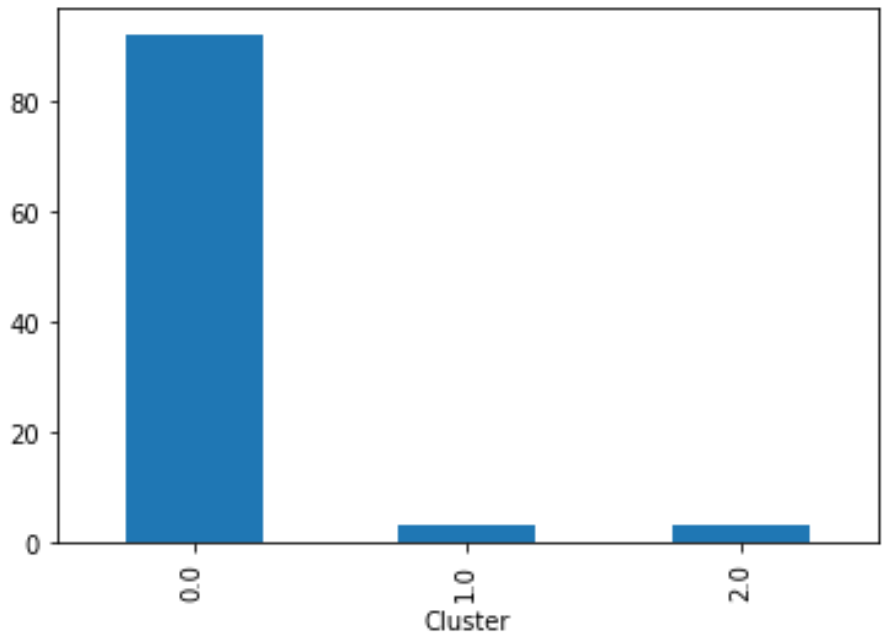

Figure 3: Cluster distribution

Jazz Clubs are mostly found in:

- Downtown Toronto

Nightclubs are mostly found in:

- West Toronto
- Downtown Toronto

Strip Clubs are mostly found in:

- Downtown Toronto

5. Results and Discussion

From the analysis done, it was observed that:

- Jazz Clubs are mostly situated in *Downtown Toronto*.
- Nightclub are mostly found in *West Toronto* and *Downtown Toronto*
- Strip Club are mostly found in *Downtown Toronto*

Clubs are mostly saturated between *Downtown Toronto* and *West Toronto*. Jazz Club in *Downtown Toronto* are mostly found in:

- Berczy Park
- Kensington Market , Chinatown , Grange Park
- St. James Town
- Stn A PO Boxes

Nightclub in *Downtown Toronto* is mostly found in:

- Berczy Park
- Christie
- Richmond , Adelaide , King
- University of Toronto , Harbord

West Toronto also has a nightclub and it is mostly found in:

- Brockton , Parkdale Village , Exhibition Place

Strip Club in *Downtown Toronto* are mostly found in:

- Church and Wellesley

Downtown Toronto is the nightlife capital of Toronto Canada. *Berczy Park* has both Jazz Clubs and Nightclubs; if you are looking for a strip club, *Church and Wellesley in Downtown Toronto* is the place to go. There is night economy in West Toronto, especially in *Brockton, Parkdale Village, Exhibition Place* but it is not as busy as *Berczy Park.*

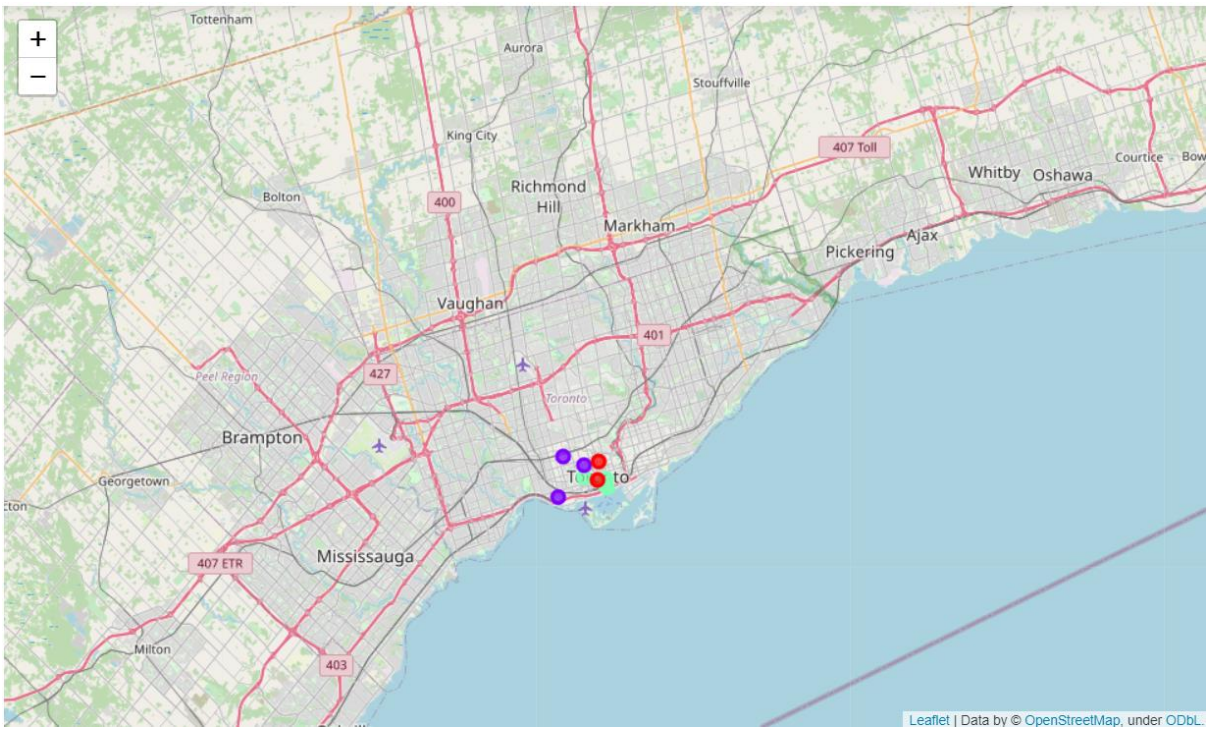

Figure 4: Location of clubs in Toronto

Conclusion

If you visiting Toronto and you are planning to explore the nightlife, I recommend:

- Downtown Toronto as the starting point. Downtown Toronto is where the nightlife economy is saturated. The type of clubs to expect in this area is Jazz Clubs, Nightclubs and Strip Clubs.
- West Toronto is also an option if you are looking for a less saturated place.
- In Downtown Toronto I recommend *Berczy Park*, this is because *Berczy Park* has both Jazz Clubs and Nightclubs
- For Strip Clubs, *Church and Wellesley in Downtown Toronto* is the place to go

Bibliography

Wikipedia. (2020, April 6). *List of postal codes of Canada: M*. Retrieved from Wikipedia: https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M'