

# *Nightlife in Toronto Canada*



# *Business Problem*

Toronto has mainly three different type of clubs, these are The Nightclub, the Strip Club and the Jazz Club. This project aims first to create 3 clusters of neighborhoods according to clubs in and around that neighborhood, 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.



# Data

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

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

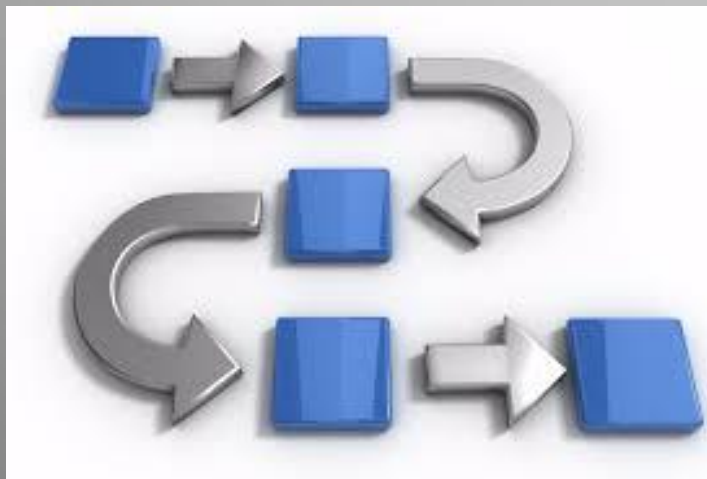
	Borough	Neighborhood	Latitude	Longitude
0	North York	Parkwoods	43.753259	-79.329656
1	North York	Victoria Village	43.725882	-79.315572
2	Downtown Toronto	Regent Park , Harbourfront	43.654260	-79.360636
3	North York	Lawrence Manor , Lawrence Heights	43.718518	-79.464763
4	Downtown Toronto	Queen's Park , 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

# Methodology

Use kMeans clustering to cluster the data into 3 groups. 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 neighborhoods and boroughs of the affected areas.
- Rank the neighborhoods and boroughs according to frequency.



# Analysis

The data has be grouped into 3 clusters:

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

Jazz Club are mostly found in:

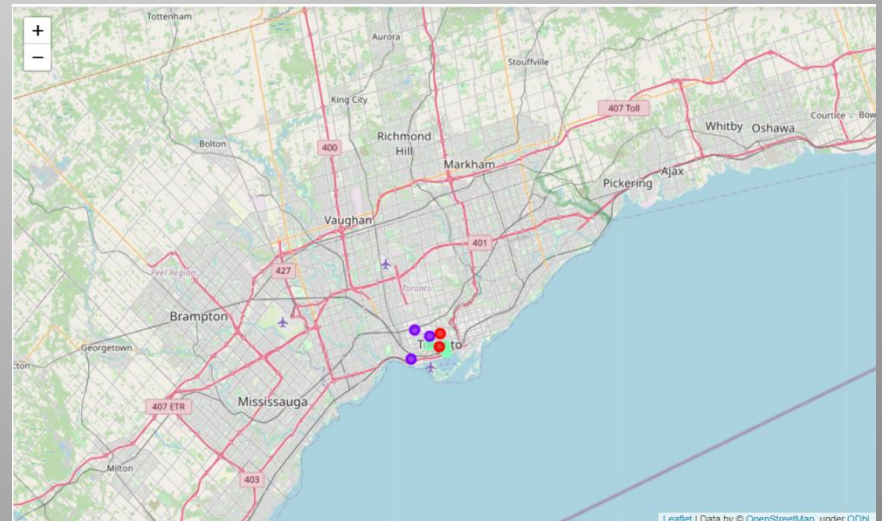
- Downtown Toronto

Nightclub are mostly found in:

- West Toronto
- Downtown Toronto

Strip Clubs are mostly found in:

- Downtown Toronto



# *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

# *Discussion Continued*

Nightclub in Downtown Toronto are 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.*

# 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 are Jazz Clubs, Nightclubs and Strip Clubs.
- West Toronto is also an option if you are looking for a less saturated place.

