

Coursera Applied Data Science Capstone Project

**The Battle of Neighborhood: Where to start the
business?**

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1. Introduction

In our lives, people are diverse. Some people prefer a cozy lifestyle and choose to work for someone else. However, some people are passionate about challenges, and they start their own businesses to follow their dreams and fulfill their passion. Types of entrepreneurship are diverse, such as opening restaurants, coffee shops, IT companies and so on. Then, a significant problem arises, namely, in which specific location to recommend entrepreneurs to start their businesses. For example, if you want to open a restaurant in Toronto, it is recommended that you open a restaurant on Yonge St, as restaurants are clustered in that area.

The goal of the project is to segment and cluster the neighbourhoods in Toronto by exploring and comparing the neighbourhoods in Toronto. By analyzing the clusters, we can figure out the best-recommended location to start a specific type of business.

2. Data