PREDICTING PLACES TO OPEN CAFÉ IN TORONTO

PREDICTING PLACES TO OPEN CAFÉ IN TORONTO IS VALUABLE FOR STAKEHOLDERS

- Toronto City is one of the most famous cities in the world and one of the most visited cities in the world.

- Opening new café is one of the beneficial things any investor or stakeholder will be interested in.

- Cafés in some areas win a lot of money.
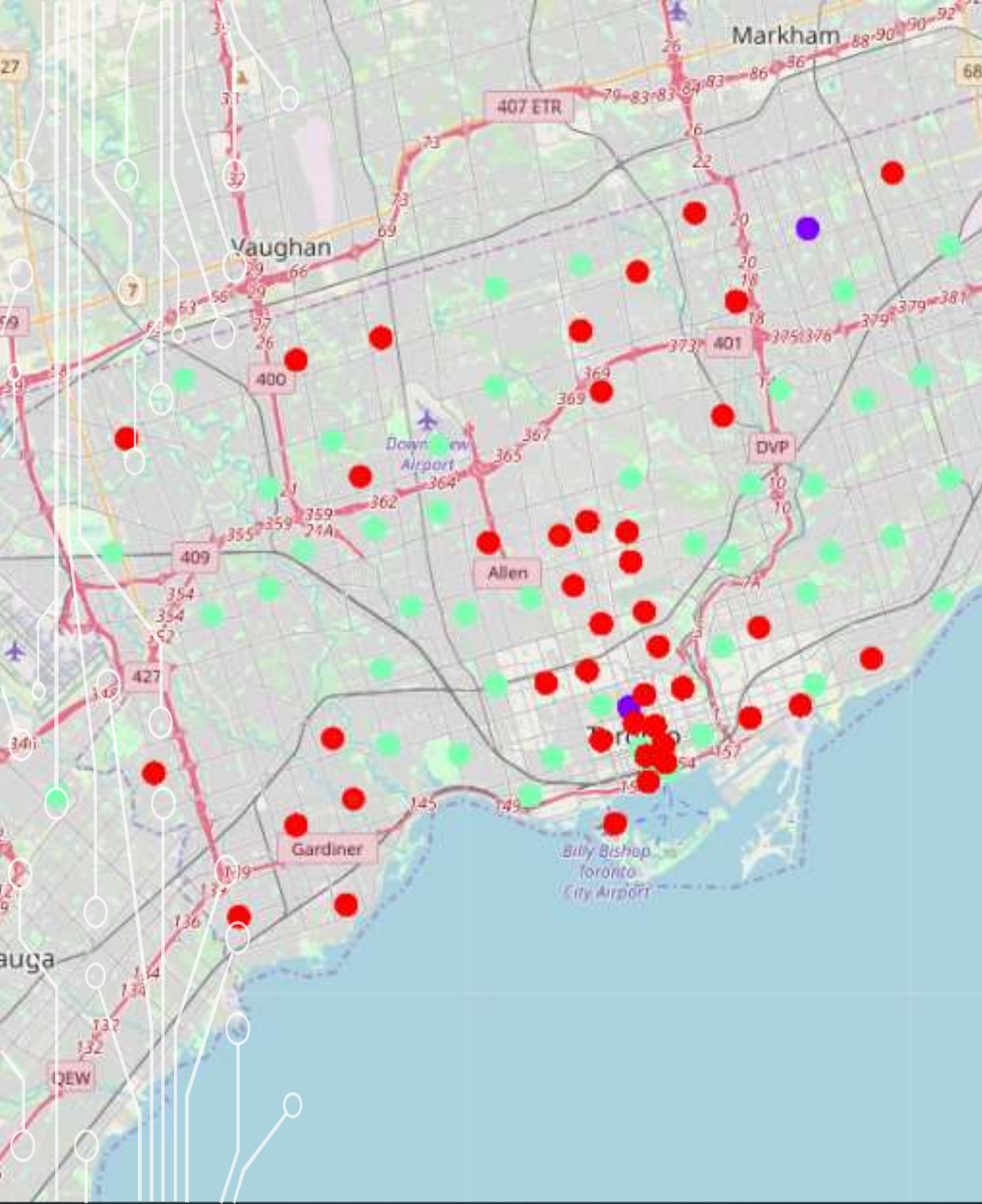
DATA ACQUISITION AND CLEANING

Data Sources

- Most of data of Toronto As Neighbourhoods ,boroughs and postcode Can be found here

- ,Also Longitude and latitude of each Neighbourhood can be found here.

DATA ACQUISITION AND CLEANING CON'T

<u>Data Cleaning</u>

- There was a lot of boroughs that doesn't contain values, so it was dropped.

- There was problem with dataset that there was a duplication of neighbourhoods, so it was grouped.

RESULTS

Observation

- It seems that if you get nearer to the centre of the city you will get much cafe's but the areas far from the centre are much fewer ones.

- It's smart to open in places as Victoria Village or Etobicoke marked as cluster 2 as it will be less competition with other cafés.

CONCLUSION

- Specifying the data required

- Extracting and preparing the data

- Performing the machine learning by utilizing k-means clustering and providing recommendation to the stakeholder.

FUTURE WORK

- . There can be other factors to take in consideration such as :

    1.population density

    2. income of residents

    3. the rent that could influence the decision of opening new café

REFERENCES

- List of neighbourhoods for Toronto is:
  https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M

- CSV file for extracting location for each neighbourhood:
  https://cocl.us/Geospatial_data

- Foursquare API to extract information about neighbourhoods:
  http://foursquare.com/

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