

COMMERCIAL

INTELLIGENCE

DOSSIER

13025 YONGE ST

SCORE: 66 | TIER B | TOP 42%

4,833 Ontario Pharmacy Locations Analyzed

STRICTLY CONFIDENTIAL

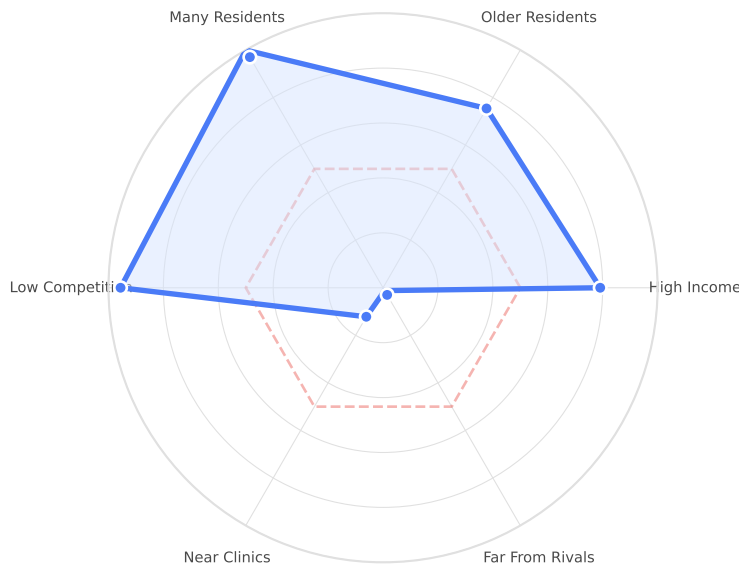
LOCATION SCORE

66

TOP 42.4% OF 4,833 ONTARIO LOCATIONS

R² = 0.558 | ±11 pt margin | Location-observable features only (lease, parking, visibility not modeled)

Structural baseline for this address. A B-tier location means the geography — population, income, competition, healthcare access — provides a moderate foundation. The remaining ~44% of variance includes operator quality, lease economics, building visibility, parking, and data gaps.



B

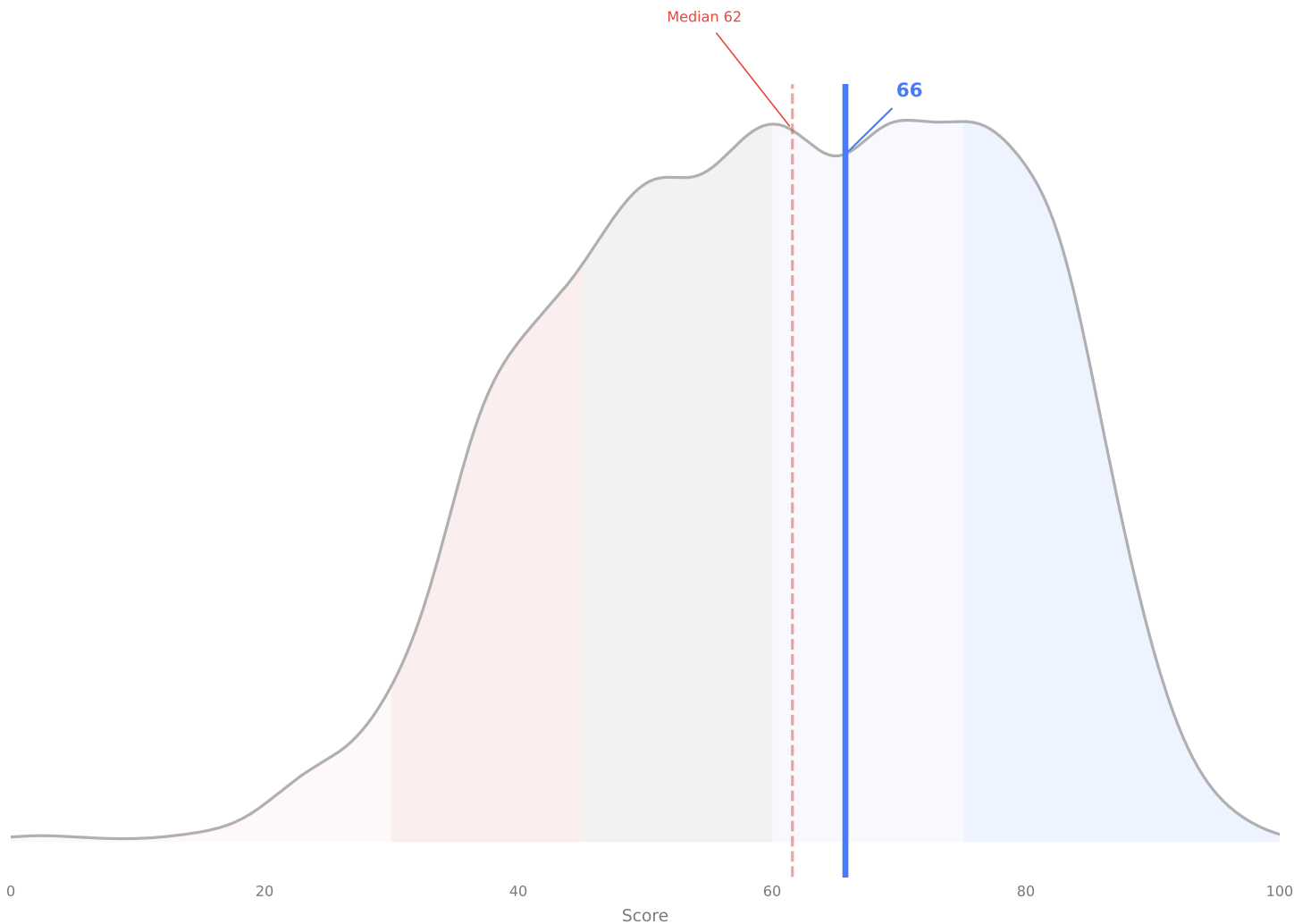
Tier
A=Best F=Worst

69

Predicted
±11 margin

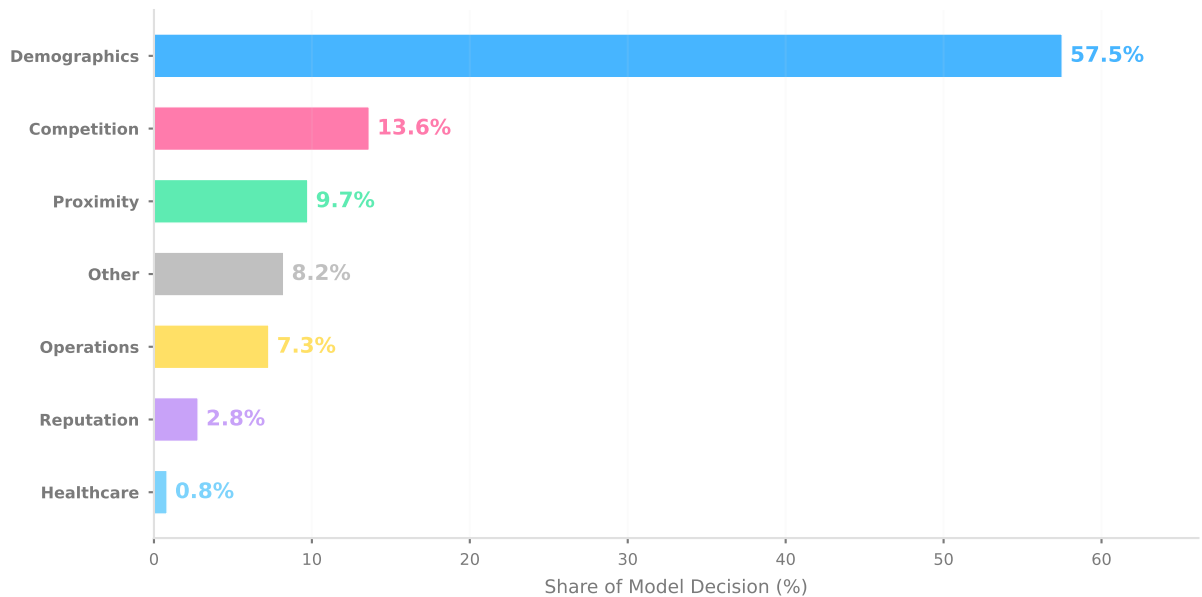
56%

Explained
of variance captured



WHAT DRIVES THE SCORE

Global model importances across all 4,833 Ontario pharmacies. These weights determine how much each category influences every location's score.



Demographics (57.5%)

Who lives nearby. Population count, household income, age, family density. Determines the size and spending power of the catchment area.

Competition (13.6%)

Who else is competing. Pharmacy density, distance to nearest rival, chain presence. How fragmented or concentrated the local market is.

Proximity (9.7%)

Foot traffic generators. Retail anchors, schools, transit hubs. Bring patients past the door without a destination visit.

Other (8.2%)

Additional factors including geography, census tract characteristics, and interaction terms.

Operations (7.3%)

Operating hours. Longer hours capture patients after competitors close. Directly controllable by the operator.

Reputation (2.8%)

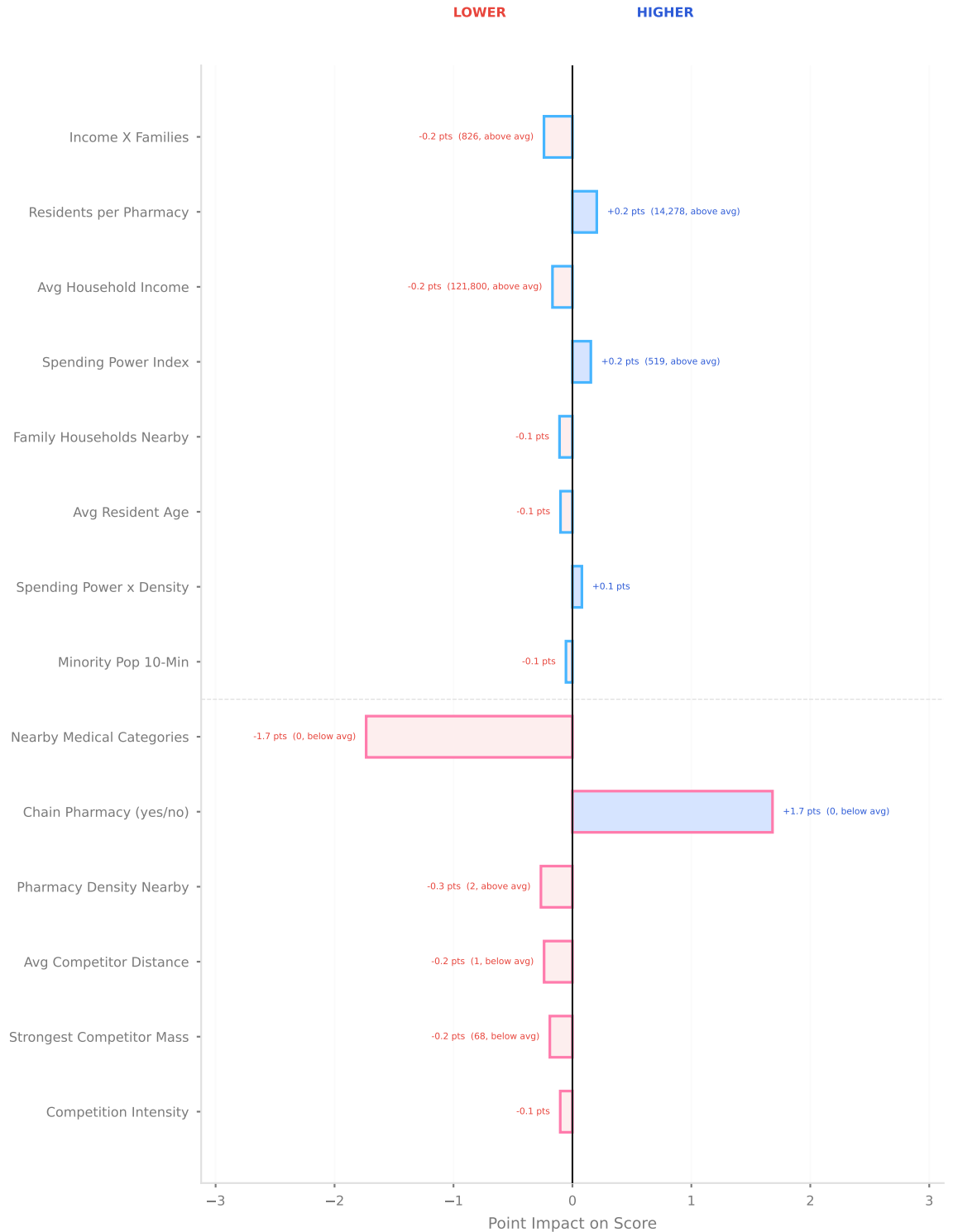
Existing reputation at this address (if applicable). For new locations this will reflect the previous tenant. Set to median for greenfield sites.

Healthcare (0.8%)

Proximity to prescribers. Clinics, hospitals, medical offices. Patients fill prescriptions immediately after a doctor visit.

SCORE DRIVERS

How each feature shifts THIS location's score versus the average Ontario pharmacy. Sorted by category. (SHAP)



Net: -1.1 pts versus Ontario average | Positive: +2.1 | Negative: -3.2

Why is the net -1.1 but the score (66) is above median (62)? XGBoost is nonlinear— features interact in ways that aren't captured by measuring each one independently. For example, high population AND high income together produce a bigger boost than the sum of each alone. These interaction effects account for the gap. The score itself is the model's actual prediction; the bars show point change versus the baseline pharmacy with average values on every dimension. Bars are approximations of individual contributions. Dashed lines separate feature categories.

KEY FACTORS

The 6 most influential variables across all 4,833 Ontario pharmacies. Each panel shows where this location stands.

Spending Power x Density

Demographics | 48% of model | up to ~6 pt swing

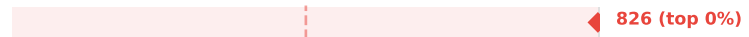


Has a large residential catchment (top 1%). More people within walking distance means more potential patients.

+0.1 pts impact at this location

Income X Families

Demographics | 24% of model | up to ~6 pt swing



Is in a higher-income area (top 0%). Larger basket sizes, stronger front-store revenue.

-0.2 pts impact at this location

Weekly Operating Hours

Operations | 9% of model | up to ~0 pt swing

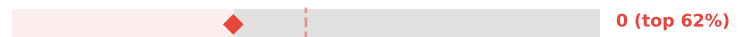


Has above-average operating hours (top 40%). Captures patients when competitors are closed.

-0.2 pts impact at this location

Nearby Medical Categories

Competition | 8% of model | up to ~4 pt swing



No nearby medical service categories detected in the data. This metric may not be populated for this address.

-1.7 pts impact at this location

Pop Gradient 5 To 10

Demographics | 7% of model | up to ~1 pt swing



Has a large residential catchment (top 1%). More people within walking distance means more potential patients.

+0.0 pts impact at this location

Pop Gradient 2 To 5

Demographics | 5% of model | up to ~1 pt swing



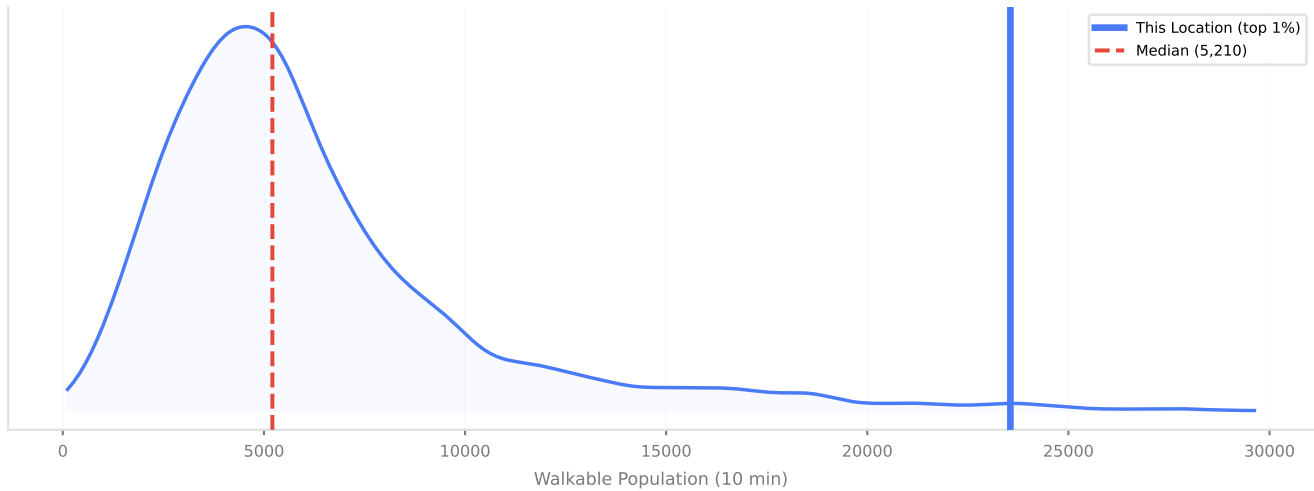
Has a large residential catchment (top 1%). More people within walking distance means more potential patients.

+0.0 pts impact at this location

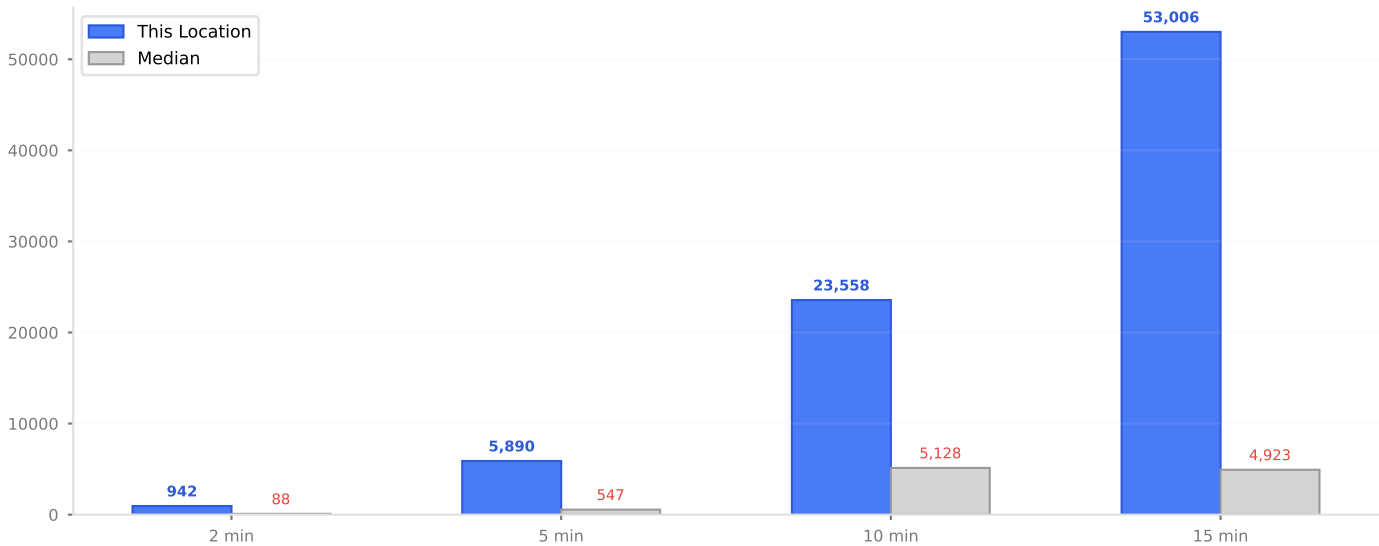
WALKABLE POPULATION

23,558 (top 1%, median: 5,128) | Model impact: +0.0 pts

Note: walking distances are straight-line radius estimates. Actual walking time depends on street network, crossings, and terrain.
 Large catchment — the model's strongest predictor. More residents within walking distance means more daily foot traffic, prescription fills, and OTC purchases.



Population by Walking Distance

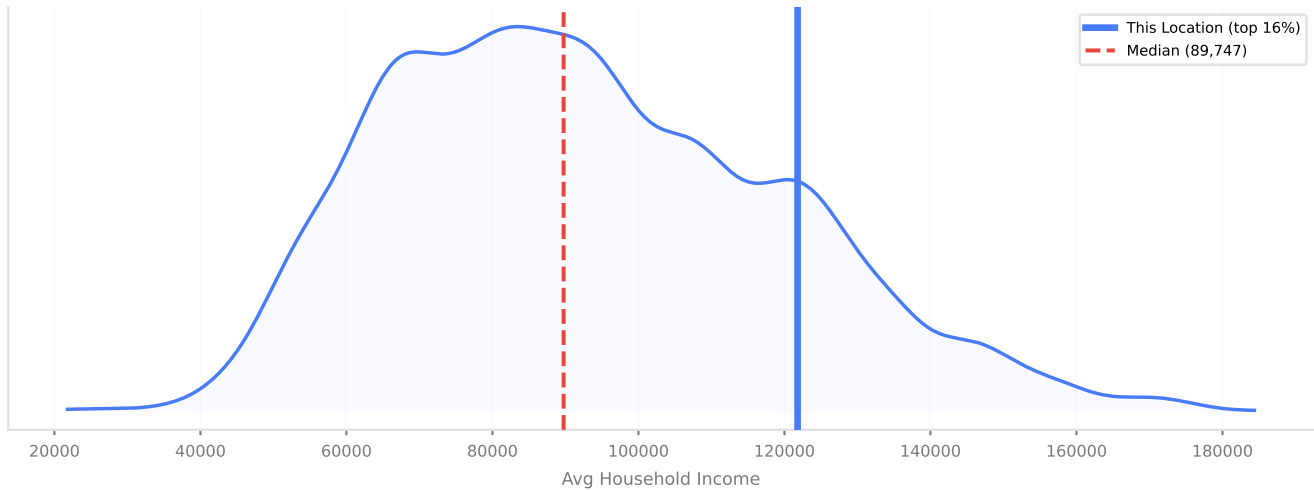


Population grows 4.0x from 5-min to 10-min radius. Population concentrated farther out — car access and transit matter more.

HOUSEHOLD INCOME

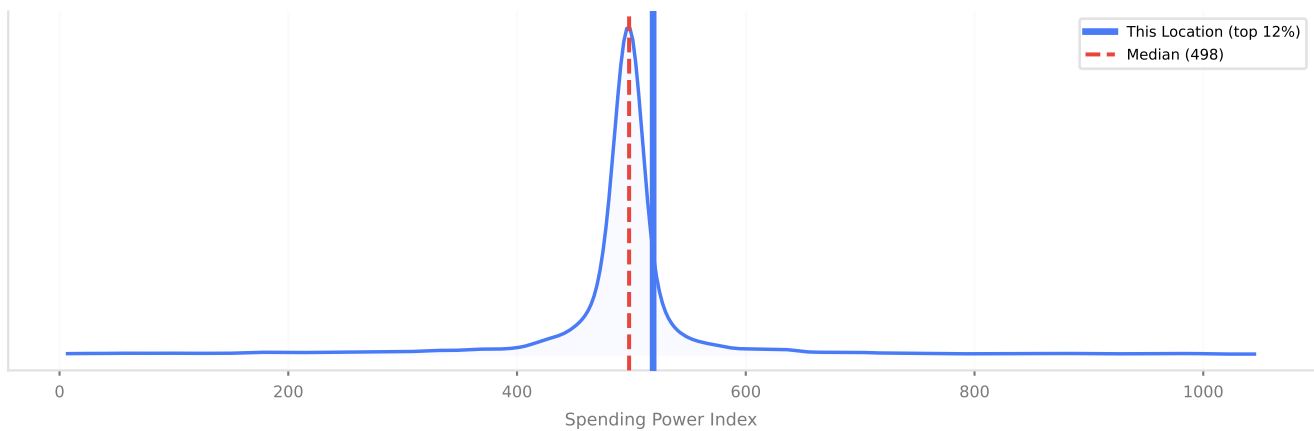
121,800 (top 16%, median: 88,725) | Model impact: -0.2 pts

High-income catchment: expect larger basket sizes, stronger front-store sales (cosmetics, wellness, OTC), and lower dependence on Ontario Drug Benefit.



SPENDING POWER INDEX

519 (top 12%, median: 497) | Impact: +0.2 pts

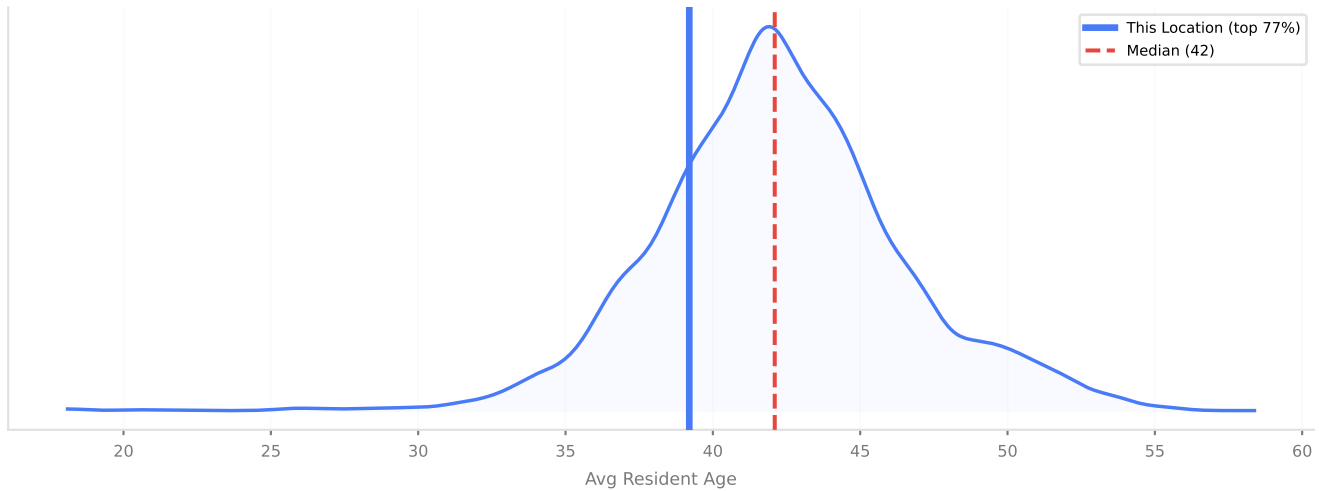


Strong purchasing power — supports higher OTC and front-store revenue per visit.

RESIDENT AGE

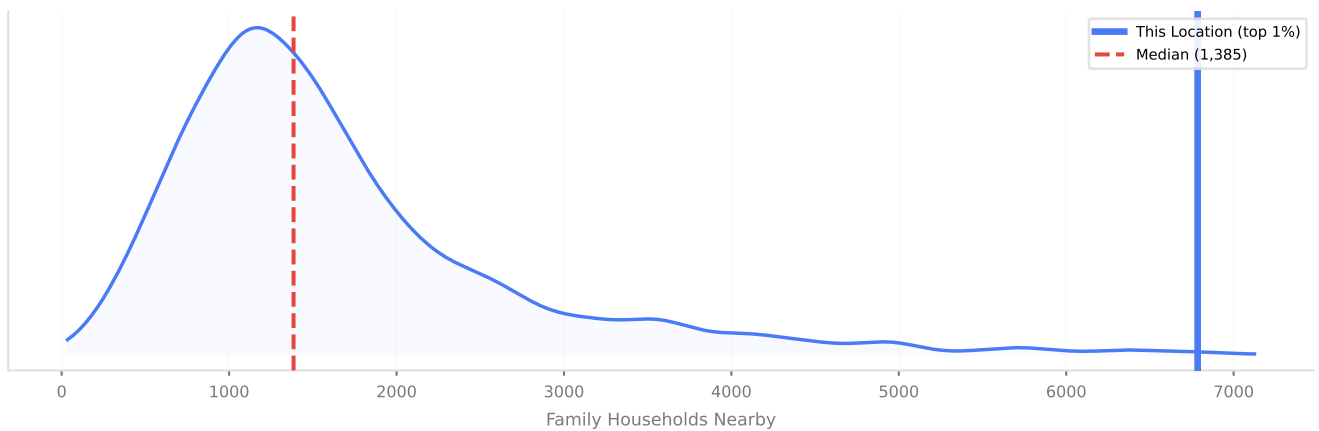
39 (top 77%, median: 42) | Model impact: -0.1 pts

Younger-skewing area: lower prescription volume per person, but higher foot traffic for wellness, vitamins, and convenience items.



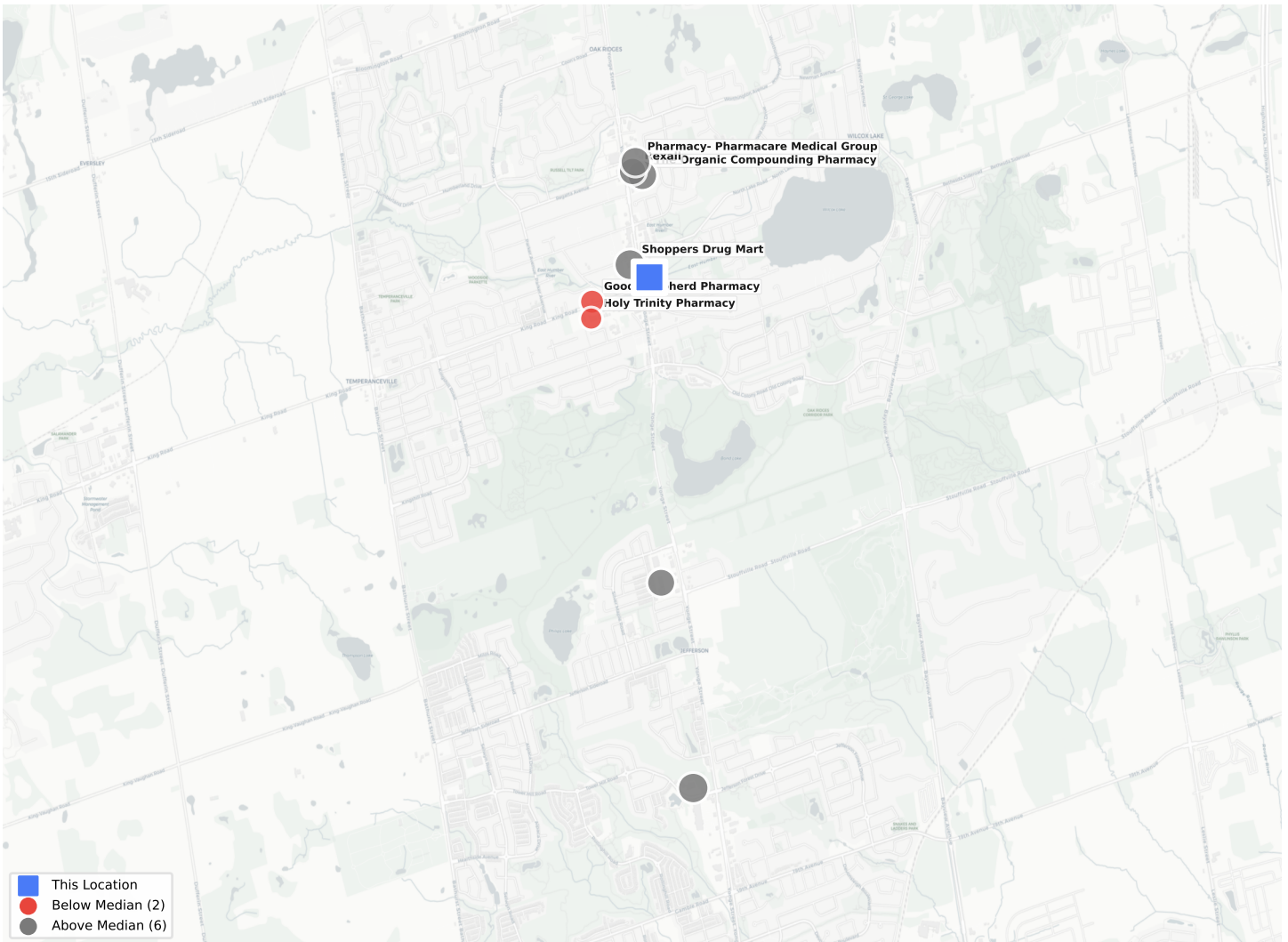
FAMILY HOUSEHOLDS

6,785 (top 1%, median: 1,368) | Impact: -0.1 pts



Family-dense catchment: multi-person prescriptions, pediatric immunizations, and higher visit frequency per household.

COMPETITIVE LANDSCAPE



Nearest competitor: 0.18 km. Density: 1.6 pharmacies/km² (top 33% provincially). 2/8 competitors below median score.

Moderate competitive density. Competition effect: +0.1 pts.

COMPETITOR PROFILES

Name	Dist.	Score	Stars	Hours	Status
Shoppers Drug Mart	0.2 km	80	2.9 ★ (332)	112	Above
Good Shepherd Pharmacy	0.5 km	50	5.0 ★ (14)	56	Below
Holy Trinity Pharmacy	0.5 km	43	4.3 ★ (14)	49	Below
The Organic Compounding Phar	0.7 km	75	4.9 ★ (38)	45	Above
Rexall	0.7 km	63	4.0 ★ (35)	54	Above
Pharmacy- Pharmacare Medical	0.8 km	75	4.7 ★ (56)	49	Above
Astra Pharmacy	2.1 km	66	5.0 ★ (5)	47	Above
Shoppers Drug Mart	3.5 km	78	3.4 ★ (197)	91	Above

OPERATING HOURS

This location: 58 hrs/wk | Competitor avg: 63 hrs/wk | Impact: -0.1 pts | Pharmacies open 10 more hrs/wk score -0.2 pts higher on avg (correlation, not causal)

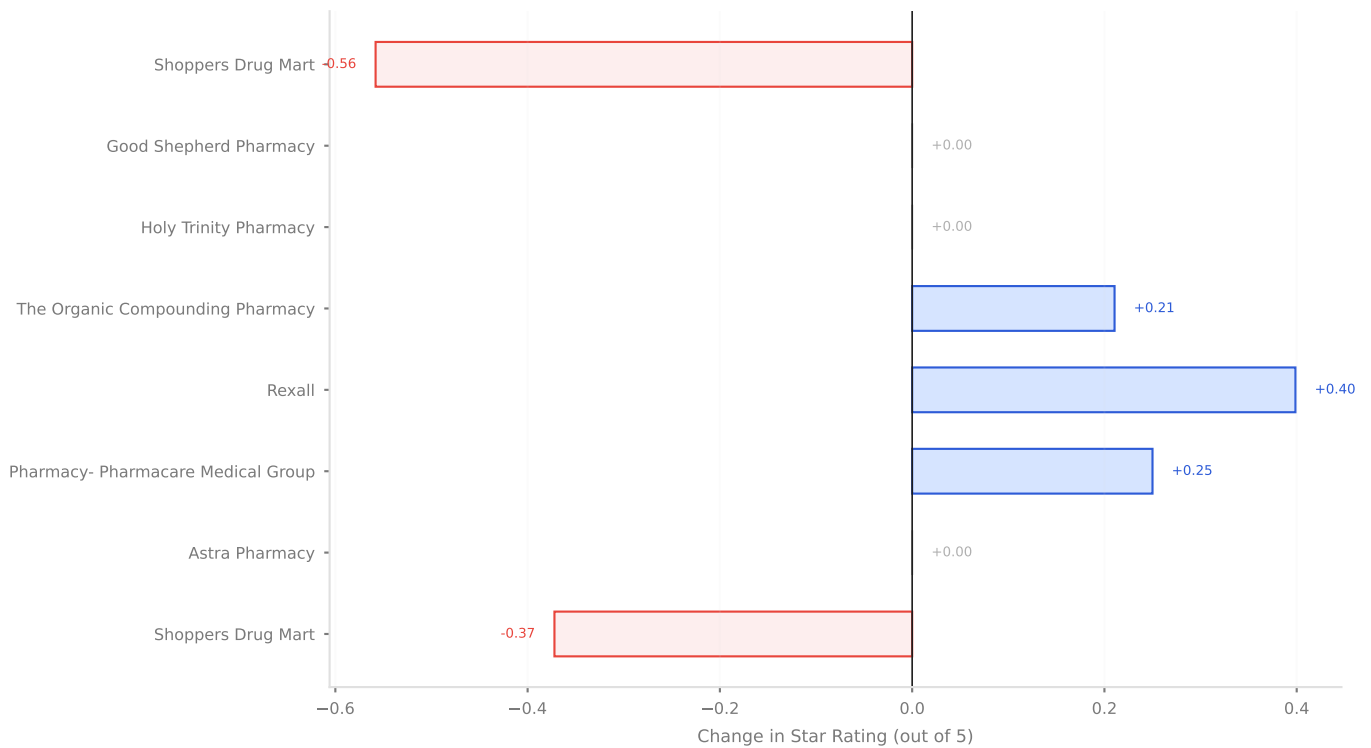
COMPETITOR REPUTATION

Current competitor ratings and recent trajectory. New locations start with no history.

CURRENT RATINGS

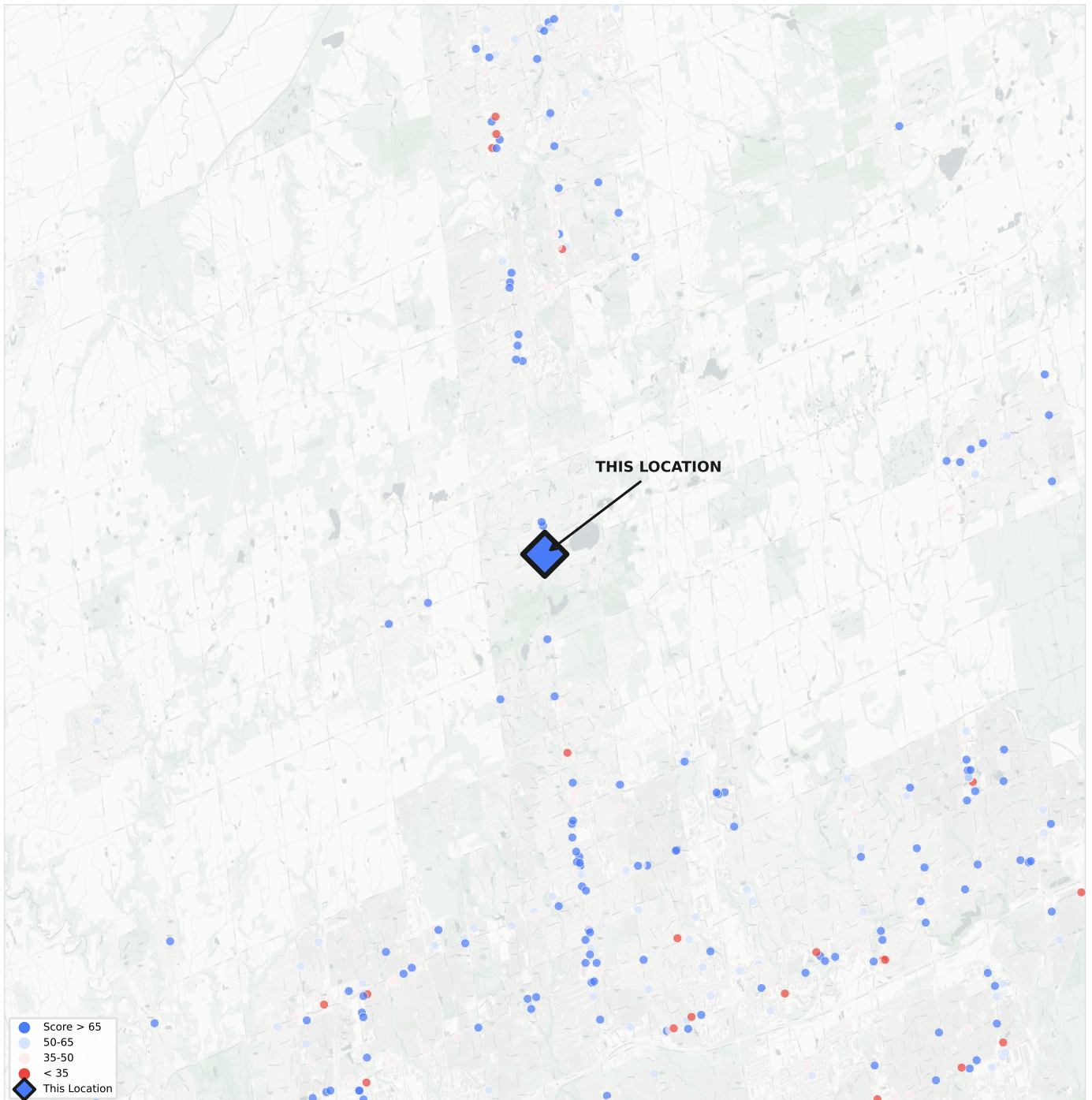
Competitor	Rating	Reviews	Score
Shoppers Drug Mart	2.9 ★★☆☆☆	332	80
Good Shepherd Pharmacy	5.0 ★★★★★	14	50
Holy Trinity Pharmacy	4.3 ★★★★★	14	43
The Organic Compounding Pharmacy	4.9 ★★★★★	38	75
Rexall	4.0 ★★★★★	35	63
Pharmacy- Pharmacare Medical Gro	4.7 ★★★★★	56	75
Astra Pharmacy	5.0 ★★★★★	5	66
Shoppers Drug Mart	3.4 ★★☆☆☆	197	78

REPUTATION TRAJECTORY



Declining: 1 | Improving: 2 | Active competitive market.

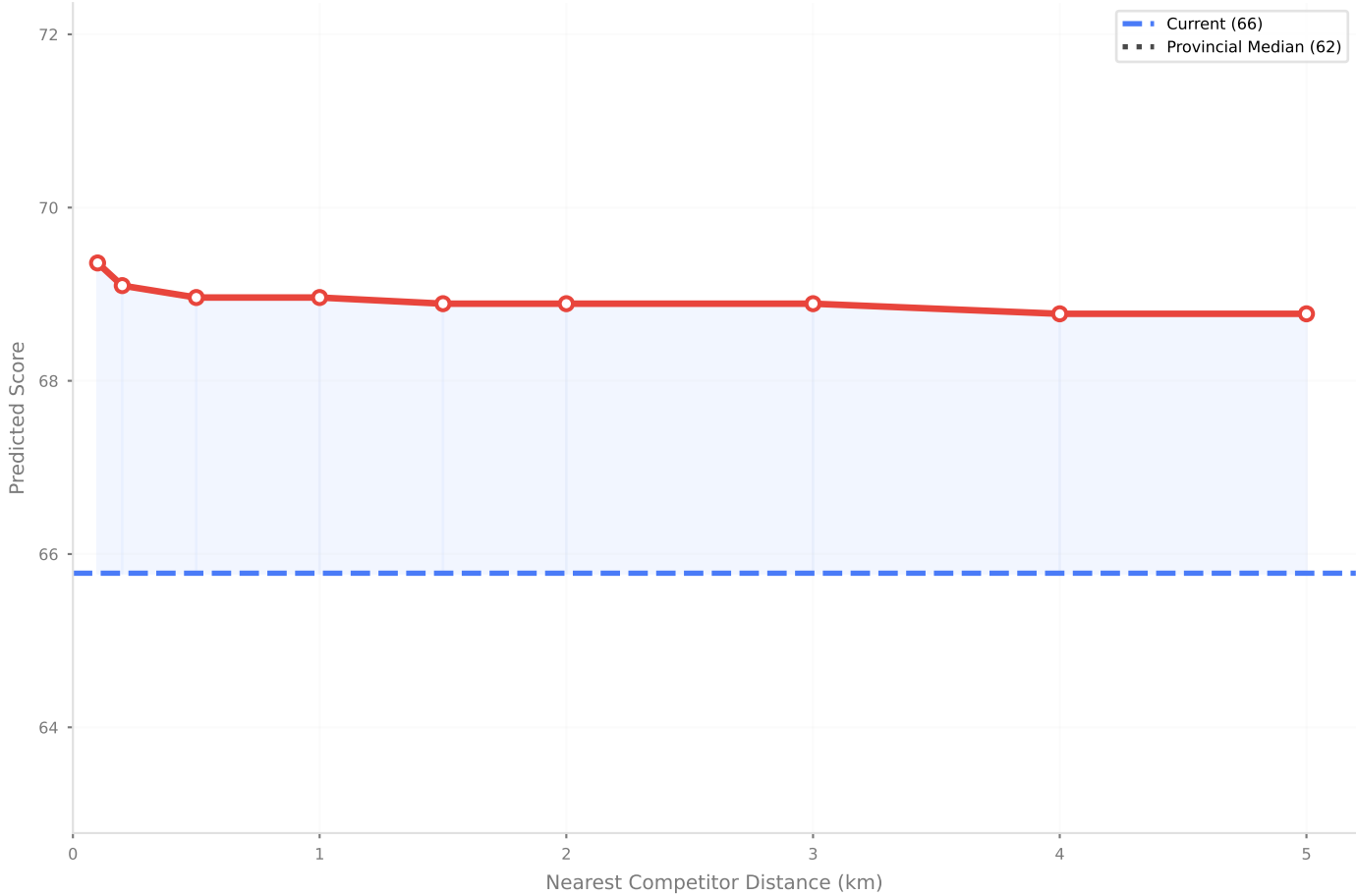
REGIONAL MAP



Pharmacy density: 1.6 pharmacies/km² (provincial median: 1.2 pharmacies/km²)

COMPETITION SENSITIVITY

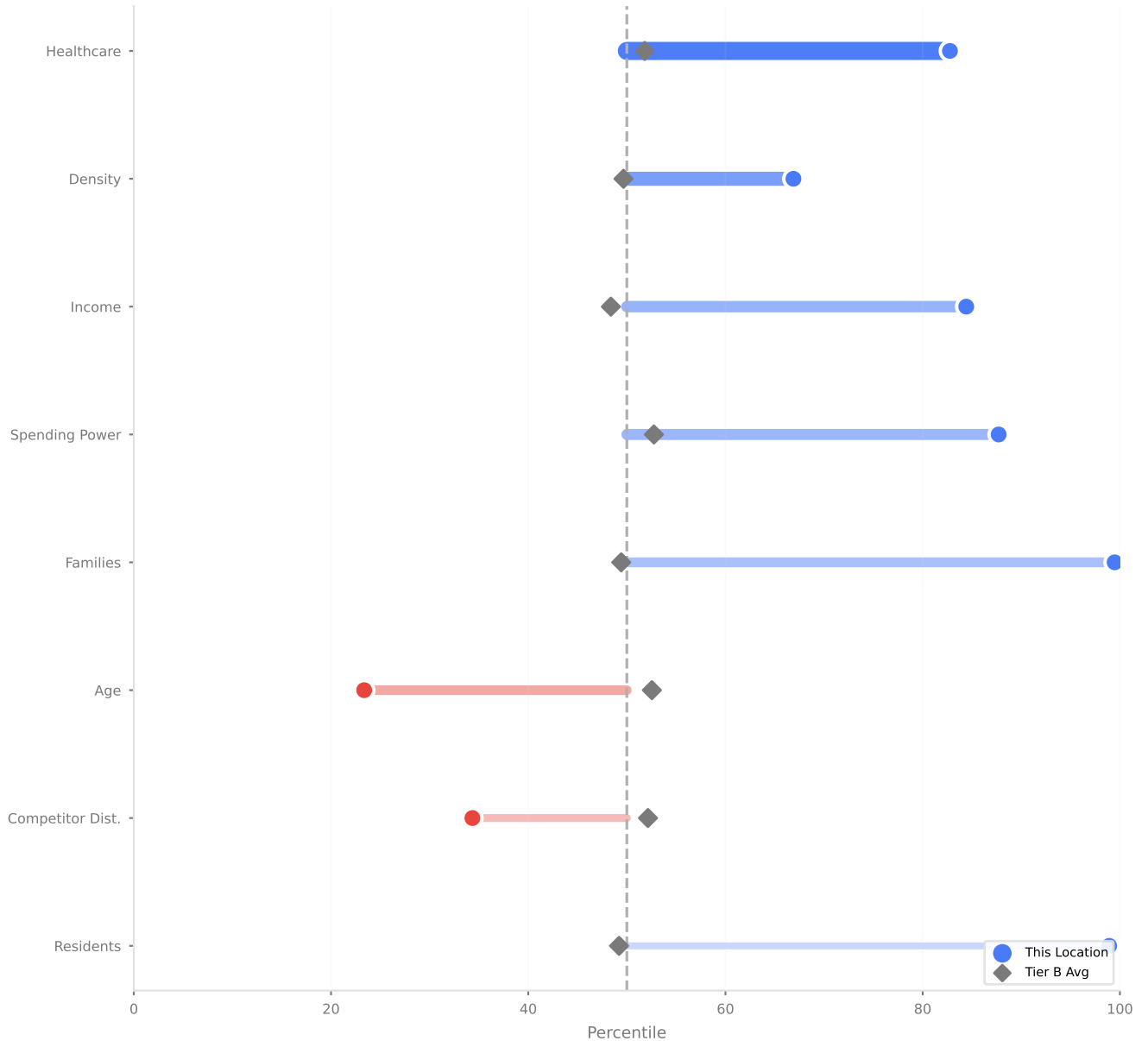
Pharmacy density is co-adjusted with competitor distance using observed correlations. Real-world sensitivity depends on specific competitor movements the model cannot forecast.



Score INCREASES with nearby competition (+0.6 pts at 0.1 km versus 5 km). Pharmacy-dense areas signal commercial viability. Total swing: 0.6 pts.

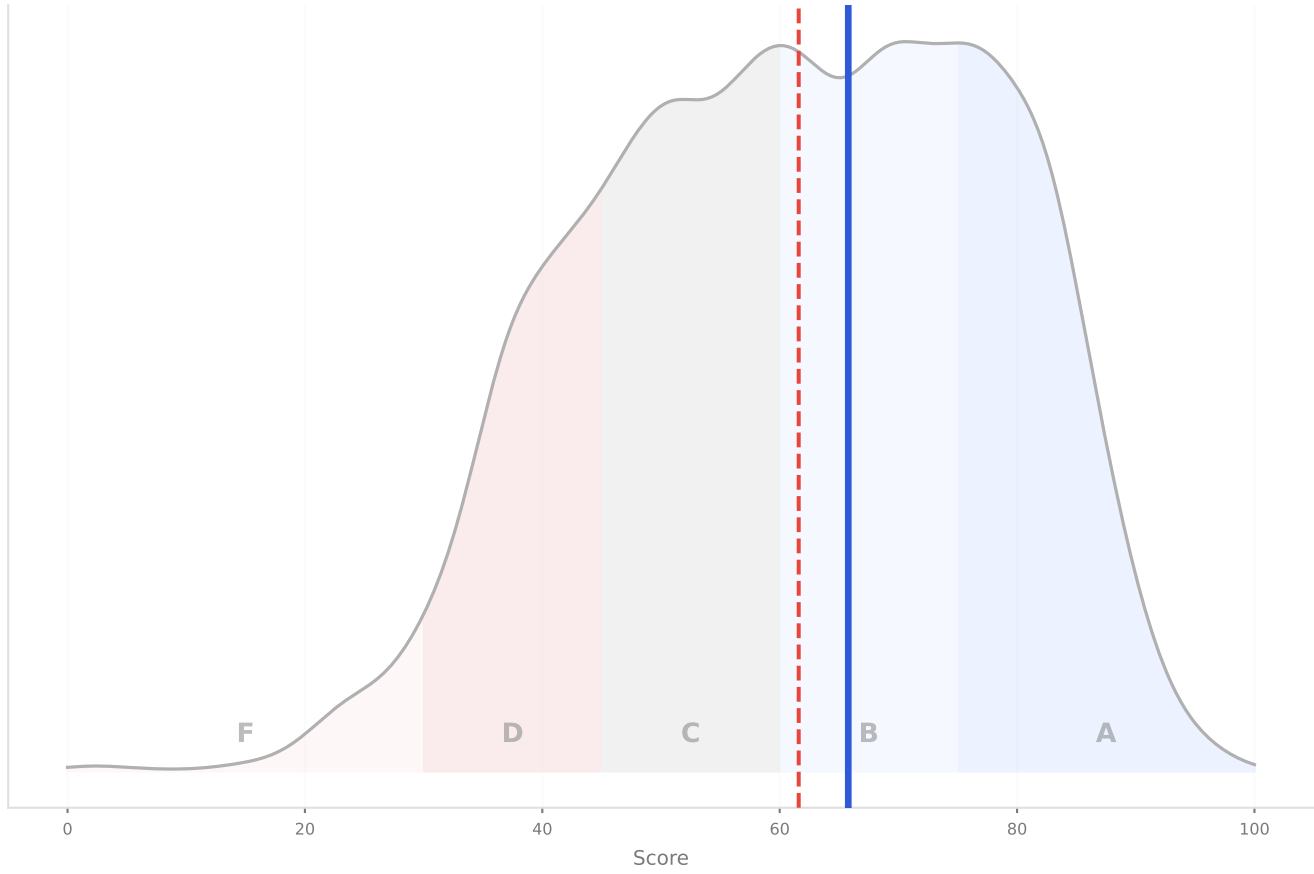
STRENGTHS & WEAKNESSES

Sorted by model impact. Bolder = more influential. Diamond = Tier B average.



Above median on 6/8 dimensions. Strongest: Families (top 1%). Weakest: Age (bottom 23%).

SCORE DISTRIBUTION



F - Poor: 127 (3%)

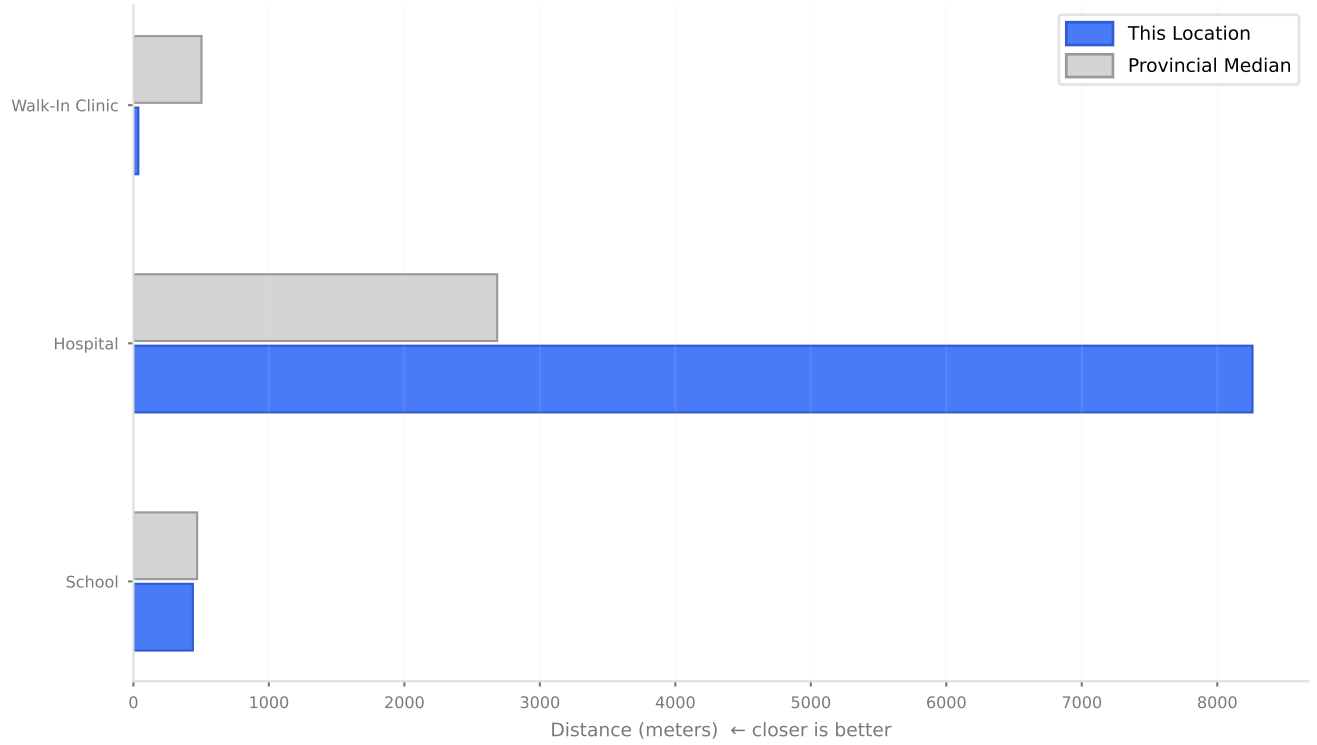
D - Below Avg: 795 (16%)

C - Average: 1,325 (27%)

>>> **B - Good: 1,414 (29%)**

A - Excellent: 1,172 (24%)

HEALTHCARE PROXIMITY



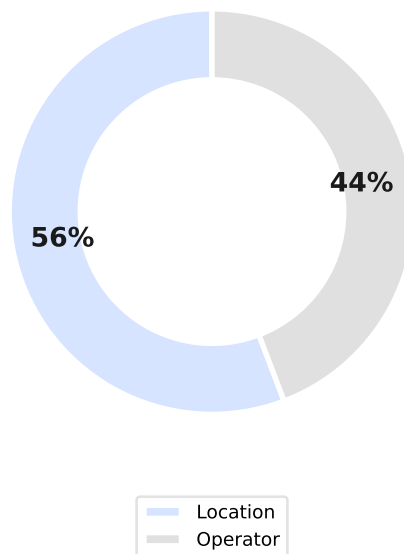
Walk-In Clinic: 36m (closer than median 502m) | Impact: +0.1 pts

Hospital: 8,260m (farther than median 2,685m) | Impact: +0.2 pts

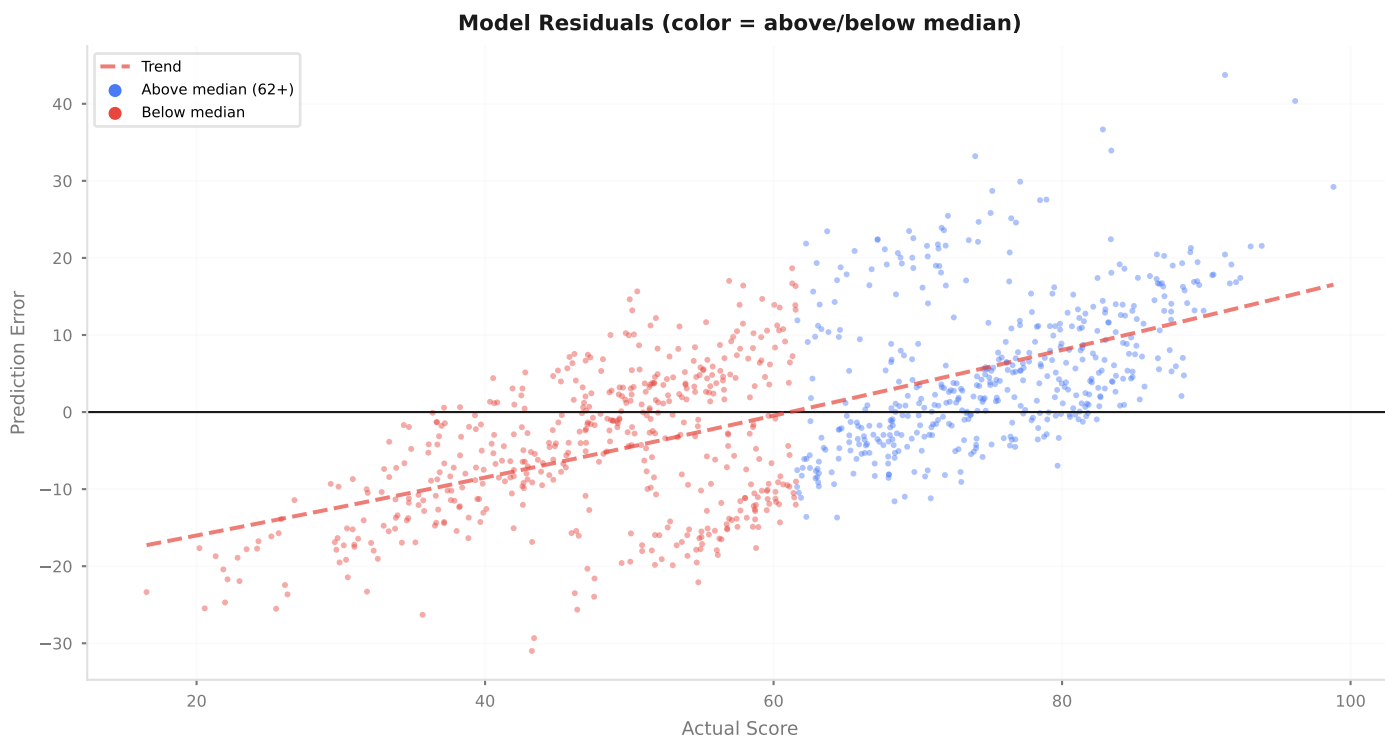
School: 439m (closer than median 470m) | Impact: -0.1 pts

Composite score: 268.6 (top 17%) | Impact: -0.4 pts

LOCATION versus OPERATOR

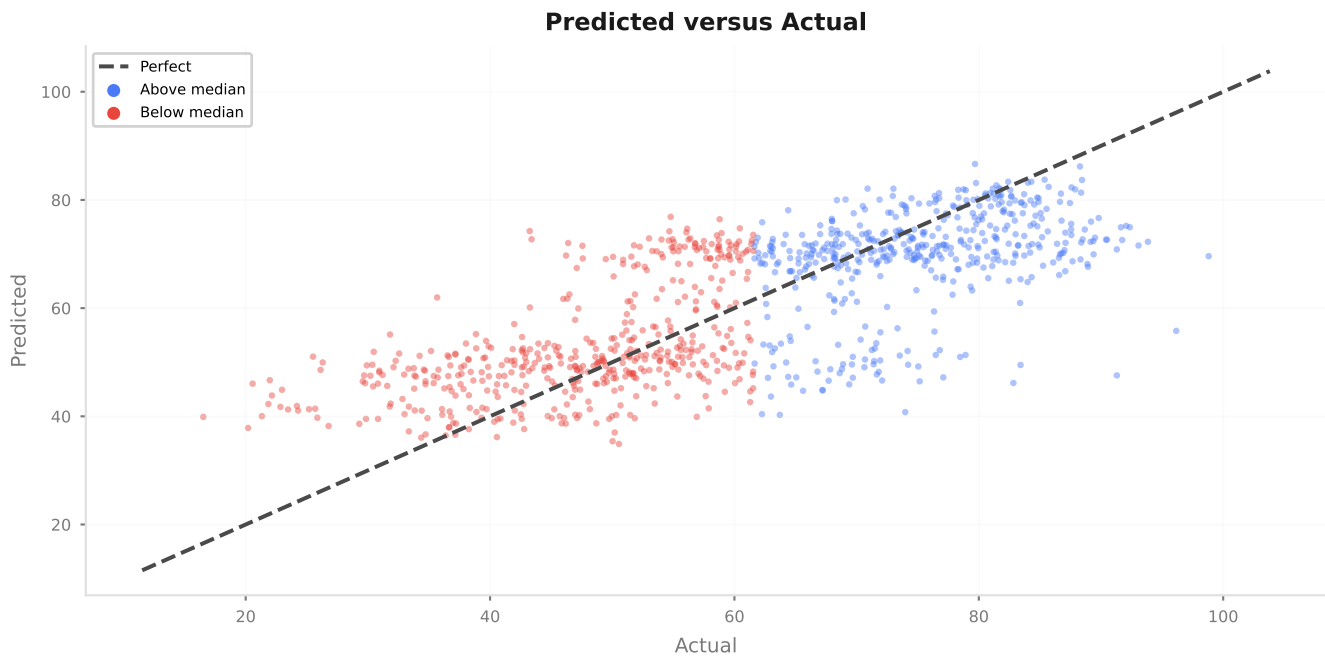


The model captures ~56% of score variance from location-observable features. The remaining ~44% includes operator quality, lease economics, building visibility, parking, and data gaps — not all of which transfer with the property.

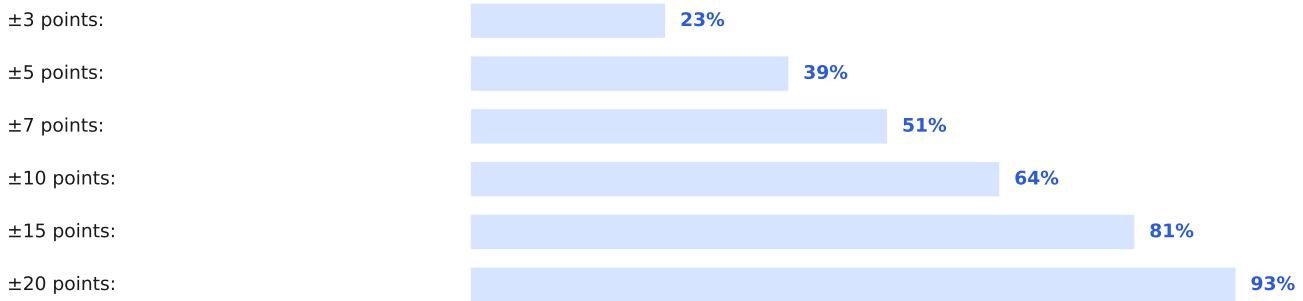


The two visible bands reflect the model's tendency to compress predictions toward the center. Low-scoring pharmacies (red) get overpredicted (error > 0) and high-scoring ones (blue) get underpredicted (error < 0). This is normal for gradient-boosted trees — they average across many decision paths, which pulls extreme predictions inward. The model is most accurate for mid-range scores.

MODEL ACCURACY



ACCURACY BY TOLERANCE



R²=0.558 | RMSE=±11.0 | Test: 967 pharmacies

METHODOLOGY

MODEL

Gradient-boosted regression, 100 features. CV $R^2=0.482\pm0.224$.

SCORING

Target variable: composite of engagement velocity (30%), quality (25%), volume (20%), recency (15%), sentiment (10%) from public review data. Normalized 0–100. NOTE: This is a proxy for pharmacy performance, not direct revenue or prescription volume data.

DATA

Demographics: Statistics Canada. Competition: Ontario College of Pharmacists + geocoded density. Proximity: haversine great-circle distances (not walking paths).

KNOWN LIMITS

Target leakage risk: some input features (review metrics) correlate with the target variable. Model cannot extrapolate beyond historical training range. Distance calculations assume straight-line paths. Rural/urban baseline differences not fully captured.

TIERS

Ranked against 4,833 Ontario pharmacies. A (75+), B (60–74), C (45–59), D (30–44), F (<30).

RISK & LIMITATIONS

DISCLAIMER

Statistical model output. Not financial, legal, or professional advice.

NO SALES DATA

This model is NOT trained on actual pharmacy sales, revenue, or prescription volume. The target variable is a composite of publicly observable review metrics. Some input features correlate with the target variable (potential target leakage). Treat scores as relative location quality indicators, not absolute performance predictions.

FORWARD-LOOKING

Reflects historical patterns. Cannot predict regulatory changes, development, or market shifts. Tree models cannot extrapolate beyond historical training range — unprecedented locations may be systematically under- or over-scored.

DUE DILIGENCE

Physical inspection, lease review, P&L audit, Rx volume verification, and legal review required before any investment.

MODEL LIMITS

Explains ~56% of variance using location-observable features. Remaining ~44% includes operator quality, lease economics, building attributes, and unmeasured factors.

DISTANCES

All distances are straight-line (haversine). Actual walking/driving distances depend on street network, crossings, and terrain. Catchment areas near highways, rivers, or transit barriers may be significantly smaller than straight-line radius suggests.