Where to Open a South Asian Restaurant in Toronto and Mississauga

Introduction

Immigration to Canada is a life changing decision. It has far reaching consequences for an individual and his/her immediate family members .The immediate challenge to a new emigree is to find a suitable location to live and work in Canada. With the current economic conditions in the corona impacted world, finding a suitable Job is an uphill task at best. Thus starting a new life in a new world requires an out of the box approach.

For me, food has been a passion all my life. I consider myself a connoisseur of south Asian food. Now, in a tough economic situation with well paying jobs hard to comeby, i will transform my passion into a business.

Problem Description

My aim is to immigrate to Canada and open a South Asian Restaurant in the Toronto/Mississauga area .

 I will utilize the knowledge gained from the courses included in this IBM Certification to do an in depth analysis of my target market using location data provided by Four Square and Demographic Data Provided by Statistics Canada, which is the national statistical office for the Government of Canada.

Due to proximity to Toronto and Mississauga I have combined the neighborhoods of Toronto and Mississauga in my analysis so that we have a holistic view of the Toronto Mississauga restaurant market targeted especially at the South Asian community in these areas.

The in depth analysis of the target market using the sources mentioned above using the data analysis skills learned in this specialization will help me answer following key questions before i open my South Asian food restaurant business in Toronto/Mississauga Market

1. Total number of Restaurants Serving the Toronto/Mississauga Market
2. Location of Restaurants that serve the same target Population of the South Asian Community in Toronto/Mississauga that i am targeting.
3. Potential Coverage area of the restaurants that serve the South Asian community that i plan to serve by my restaurant.
4. Location of recreation facilities in the Toronto/Mississauga market like parks, shopping malls , museums and sporting arenas that may attract visitors from my target south Asian community.
5. And Finally Location for my proposed restaurant based on analysis of aforementioned factors using data analysis techniques learned in this specialization.

Background

Map: Toronto, City [Census subdivision], Ontario

Displayed boundary: Census subdivisions
Geographic area selected: Toronto, C [CSD], Ont.
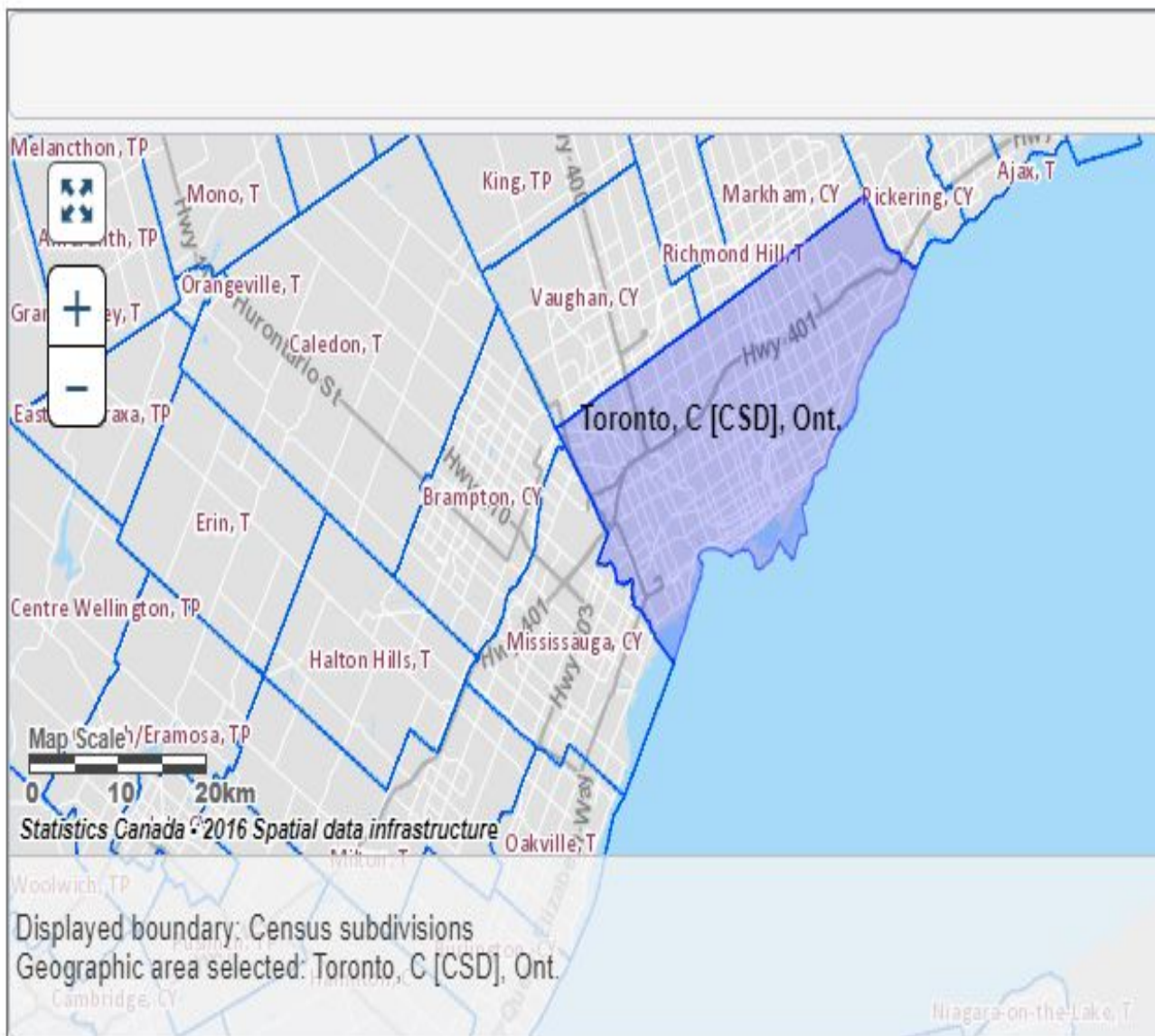
Map: Mississauga, City [Census subdivision], Ontario
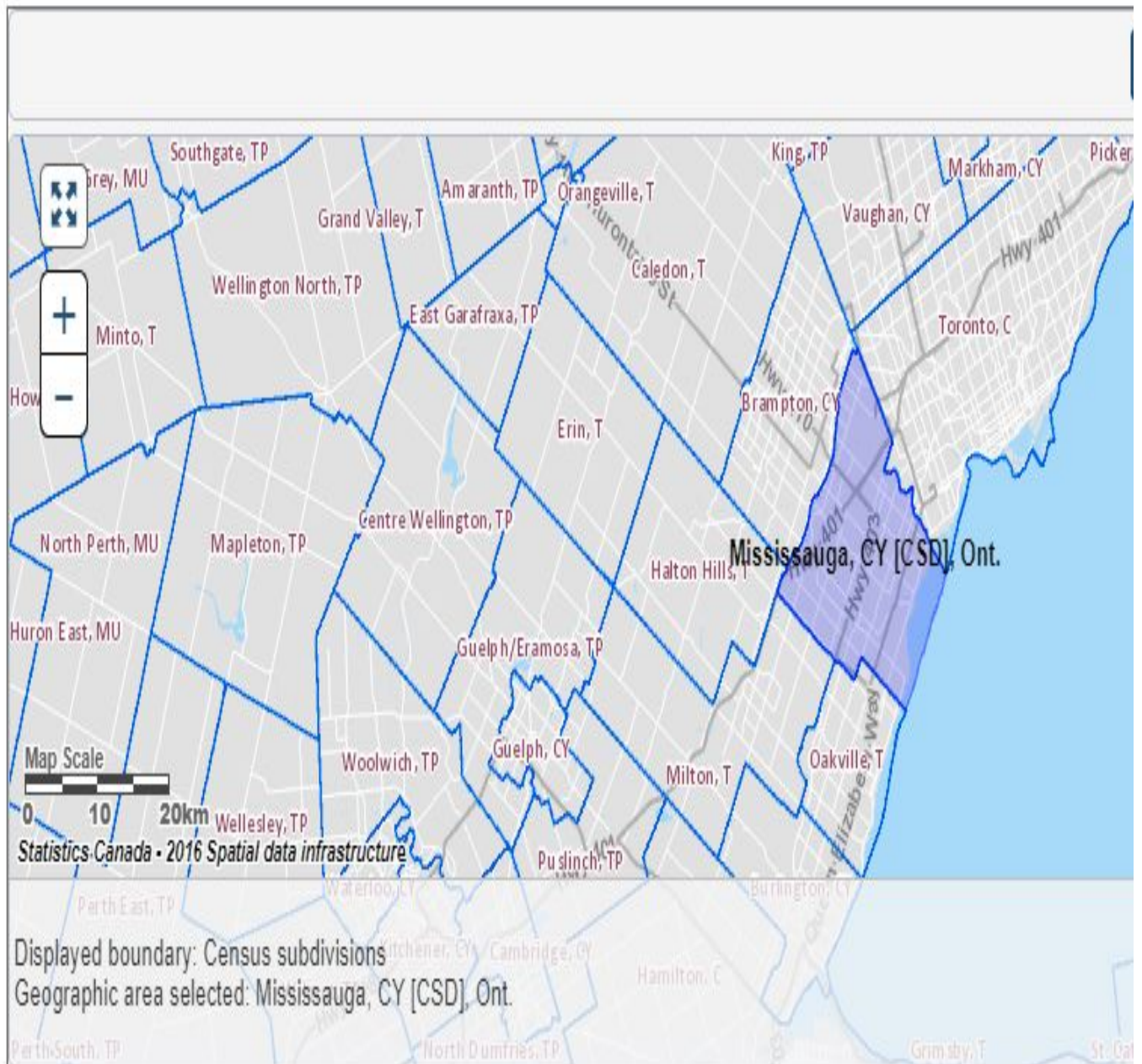
Demographics of Toronto and Mississauga

Total population for Toronto is 2,731,571 while Mississauga has a population of 7,21,599 as recorded in the Census of 2016.

Our target market is the South Asian Immigrant Population residing in Toronto and Mississauga. The size of this target market can be measured using the Mother Tongue demographics as measured Canadian Census of 2016. This community speaks Indo Aryan languages with an addition of Pushto which is part of North Westren Pakistan.

Total Indo Aryan or Pushto Speakers in Toronto are 138,625 and 4355 respectively. That makes a total target population of 142,980.

Total Indo Aryan or Pushto Speakers in Mississauga are 85,525 and 1165 respectively. That makes a total target population of 86,690.

Based on these statistics , the combined target population of Indo Aryan and Pushto Speakers in Toronto and Mississauga is 229,670.

Sources of Data

Demographic Data Source

The demographics data has been collected from Statistics Canada Which is the national statistical office for Canada. This agency ensures, collects and distributes the key information on Canada's economy, society and environment that they require to function effectively as citizens and decision makers.

https://www.statcan.gc.ca/eng/start

Toronto :

https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=CSD&Code1=3520005&Geo2=PR&Code2=35&SearchText=Toronto&SearchType=Begins&SearchPR=01&B1=All&GeoLevel=PR&GeoCode=3520005&TABID=1&type=0

Mississauga:

https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=CSD&Code1=3521005&Geo2=PR&Code2=35&SearchText=Mississauga&SearchType=Begins&SearchPR=01&B1=All&GeoLevel=PR&GeoCode=3521005&TABID=1&type=0

Location Data Source

The Location Data has been collected from Four Square API using methods explained in the assignments.

https://developer.foursquare.com/docs/api-reference/venues/search/

Description of Data and How it will enable me to Solve the Problem

Description of Data Required for the Project :

1. Name and Location of the Neighborhoods for Toronto
2. Name and Location of the Neighborhoods for MIssissauga
3. Location, Names and Categories of All Venues in a radius of 1.5 Km for each neighborhood.
4. Location and Names of all Restaurants that can be termed as Competitors serving the same South Asian community in Toronto Mississauga
5. Criteria for a suitable location for a South Asian restaurant
6. Display of Location of Competing Restaurants on Folium Maps to better ascertain suitable location of the proposed restaurant based on criteria already set.
7. Final Proposed Location.

How Data will solve the Problem :

1. Name and Location of Toronto and Mississauga Neighborhoods will be combined into one combined collection.

2. The location of each Neighborhood will serve as the centre of the circle with a radius of 1.5 km.

3. Using the FourSquare API, we will get the location, names and categories of all the locations in the defined radius.

4. The radius has been kept wide enough to overlap with other neighborhoods so that coverage area of a particular venue is ascertained. However we will take care to only unique venues when doing the competitor analysis.

5. Thus a venue at a certain distance within 1.5 Km radius of multiple neighborhoods will appear to serve all these neighborhoods but will be considered as one unique location in our competitor analysis.

6. After collecting all the venue data , we will collect the names and location for a particular category of restaurants that will serve the same south asian community which is our target market.

7. After collection of all venues and competitor locations in the target market, we will set the criteria of the location for our restaurant based on information gained for competitors.

8. All venues and competitor locations as set in criteria will be displayed in a Folium based map and reviewed.

9. Finally a location will be chosen based on the set criteria and marked on the map.

10. Once location is finalized , we can start working on project management aspects of the South Asian restaurant business.