CAPSTONE PROJECT

OPENING A RESTAURANT

Executive Summary

Business Problem

The problem in here is to determine what kind of restaurant to open and in which location in Toronto

Data

Toronto Demographic , Toronto borough/neighborhoods lists , list of venues

Methodology

Focus points to determine cuisine are the increase in populations of ethnic groups and hybrid evaluation with percentage in the total population. For location selection, criteria are number same cuisine, total number venues and average venue per location.

Conclusion

Filipino population (who is 5.7% of total population) increased 15.3% from 2011 to 2016 aggressively and there is only 1 location and 1 Filipino venue in Toronto. It is recommended to open a Filipino restaurant in Kensington Market, Chinatown Grange Park location.

Determining Cuisine of Restaurant

In order to determine target ethnic group, we need to evaluate 2 data (Increase in percentage and Percentage in total population) at the same time.

- The increase in population percentage is highest in Metis however percentage in total population is too low.
- Arab's and West Asians cant be selected as they are not specific ethnic groups and it is not easy to determine the kitchen.
- Filipino is the highest percentage in total population in our top 5. Lets decide where to locate the restaurant.

	Ethnic Group	Population (2016)	Population (2011)	Increase_In_Percentage	Percentage_In_Total_Population2016
15	Métis	7270	4875	49.13	0.27
6	Arab	36030	28920	24.59	1.34
8	West Asian	60325	50235	20.09	2.24
4	Filipino	152715	132445	15.30	5.67
9	Korean	41640	37225	11.86	1.55

Determining Location

There is only 1 location with Filipino Restaurant

	Neighborhood	Filipino Restaurant
43	Kensington Market, Chinatown, Grange Park	0.015873

Our location has a potential as it can be observed from below graph that it is above the average number of venues in a location.

# of Venue in each Neighborhood

Kensington Market, Chinatown Grange Park

63

Average =22