

## **Business Problem**

Toronto is one of the most densely populated areas in Canada. Being the largest city in Canada with an estimated population of over 6 million, there is no doubt about the diversity of the population. Toronto is well known for its great food. The cuisine of Toronto reflects Toronto's size and multicultural diversity. Different ethnic neighbourhoods throughout the city focus on specific cuisines, such as authentic Chinese and Vietnamese found in the city's Chinatowns, Korean in Koreatown, Greek on The Danforth, Italian cuisine in Little Italy and Corso Italia, and Indian/Pakistani in Little India. In addition to ethnic cuisines, Toronto is also home to many fine dining establishments and chain restaurants ranging from fast food to casual or upscale dining.

The aim of this project is to use Foursquare location data and regional clustering of venue information to determine what might be the best neighbourhood in Toronto to open a restaurant. Through this project, we will find the most suitable location for an entrepreneur to open a new Chinese restaurant in Toronto, Canada.

The target audience of this project is Entrepreneurs or Business owners who want to open a new Chinese Restaurant or grow their current business.

## **Data**

The data was collected from multiple sources which will provide the list of neighbourhoods in Toronto (via Wikipedia), the Geographical location of the neighbourhoods (via Geocoder package) and Venue data pertaining to Chinese restaurants (via Foursquare). The Venue data will help find which neighbourhood is best suitable to open a restaurant.