**Exploring Areas to Open Restaurant in Toronto**

**1. Discussion and Background of the Business Problem:**

**Problem Statement: Prospects of a Lunch Restaurant, Close to Office Areas in Toronto, Canada**

Toronto is in the global economic power index and definitely one of the best places to start up a new business.

During the daytime, especially in the morning and lunch hours, office areas provide huge opportunities for restaurants. Reasonably priced (one lunch meal 8$) shops are usually always full during the lunch hours (11 am — 2 pm) and, given this scenario, we will go through the benefits and pitfalls of opening a breakfast cum lunch restaurant in highly dense office places..

We will go through each step of this project and address them separately. I first outline the initial data preparation and describe future steps to start the battle of neighborhoods in Toronto.

**Target Audience**

*What type of clients or a group of people would be interested in this project?*

1. Business personnel who wants to invest or open a restaurant. This analysis will be a comprehensive guide to start or expand restaurants targeting the large pool of office workers in Toronto during lunch hours.
2. Freelancer who loves to have their own restaurant as a side business. This analysis will give an idea, how beneficial it is to open a restaurant and what are the pros and cons of this business.
3. New graduates, to find reasonable lunch/breakfast place close to office.
4. Budding Data Scientists, who want to implement some of the most used Exploratory Data Analysis techniques to obtain necessary data, analyze it, and, finally be able to tell a story out of it.