

Capstone Project — the Battle of Neighborhoods

Italian restaurants in Toronto –Introduction and Business problem

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Introduction:

Toronto is the provincial capital of Ontario and the most populous city in Canada, with a population of 2,731,571 . In 2016, foreign-born persons made up 47 per cent of the population, compared to 49.9 per cent in 2006.

Food is a big deal in Toronto. Not only do we need it to live, but also we have come into our own as a foodie destination. New restaurants are constantly opening, and chefs continue to push culinary boundaries to come up with new and innovative ideas.

In this project we will try to analyze all the **Italian Restaurant** currently present in Toronto's different neighborhood and check the top few Italian Restaurant's popularity from its Like, rating, tips etc. and will able to provide an final result/analysis at the end of this project. This study can help to decide the preferred location to guarantee the best success for opening new Italian restaurant.

Business problem:

The business problem is that we are looking for a location in the city of Toronto to open an Italian restaurant. The study must include the all the Italian restaurants and how they are distributed in the city and the places where they are concentrated.

We will analyze the data of Toronto's Borough and Neighborhoods and see where the Italian Restaurant are in highest number and in high demand and then we will compare all the Italian Restaurant according to their Likes, Tips and Rating. We will visualize all the great Italian Restaurant in different types of graphs and map. Then try to decide the preferred location to guarantee the best success for the new restaurant.

Target Audience:

- Business Analyst :who are interested to invest and launch new Italian Restaurant in Toronto's different Neighborhood, will get an idea about currently in which neighborhood people are loving Italian food and where new Italian Restaurant needs to be opened to let people have the taste of Italian Food. Also, where there will a tough competition between other great Italian restaurants who are currently running in smooth way and if he sets a plan to open a new Italian restaurant then this comprehensive guide will help him/her to know the prime competitors.

- Foreign-born population can look into our analysis and find out the top place to visit for Italian Cuisine in Toronto and enjoy their meal.
- Tourists :who are eager to taste various cuisines including Italian dishes