LITTLE INDIA IN TORONTO

Coursera Data Science Capstone

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INTRODUCTION

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- The purpose of this project is to help investors establish which neighbourhood in Toronto would be the best to open an Indian restaurant.

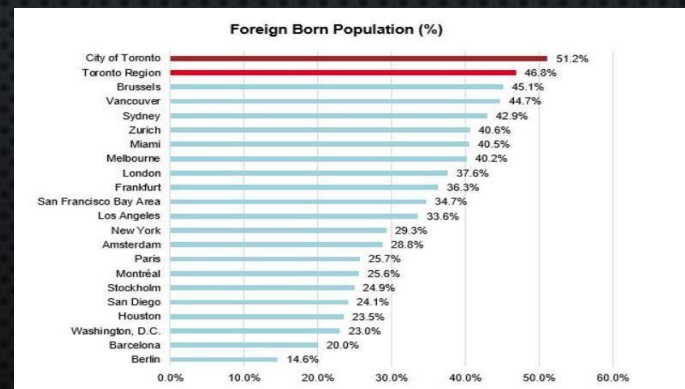- The main Question to answer is "which place/s would be the most ideal to open an Indian restaurant"

TORONTO BACKGROUNND

Country of Birth	Number of People in the Toronto Region
India	336,835
China	303,900
Philippines	205,365
Pakistan	125,685
United Kingdom	124,615
Italy	107,575
Jamaica	107,280
Sri Lanka	105,015
Hong Kong	103,220
Iran	76,860
Portugal	73,430
Guyana	72,305
United States	66,250
Poland	62,005
Vietnam	61,435
South Korea	53,230

TORONTO BACKGROUND

- FOR ONE THING, THE PROPORTION OF OUR POPULATION THAT'S FOREIGN BORN REMAINS HIGHER THAN JUST ABOUT ANY MAJOR CITY IN THE WORLD. IN THE CITY OF TORONTO, 51% OF RESIDENTS WERE NOT BORN IN CANADA AND FOR THE TORONTO REGION AS A WHOLE, THAT FIGURE IS 47%. THIS IS HIGHER THAN ANY OTHER METRO REGION IN NORTH AMERICA, AND HIGHER THAN GREATER

- LONDON, SYDNEY, MELBOURNE, PARIS, AND AMSTERDAM (SEE FIGURE BELOW). THE ONLY

- NORTH AMERICAN CITIES WITH HIGHER FOREIGN BORN RATES THAN TORONTO ARE THE CITIES OF MIAMI AND MIAMI BEACH. YET UNLIKE THE TORONTO REGION, WHERE JUST ABOUT EVERY CORNER OF THE WORLD IS REPRESENTED, MORE THAN THREE QUARTERS OF IMMIGRANTS IN MIAMI HAIL FROM LATIN AMERICA.

Foreign Born Population (%)

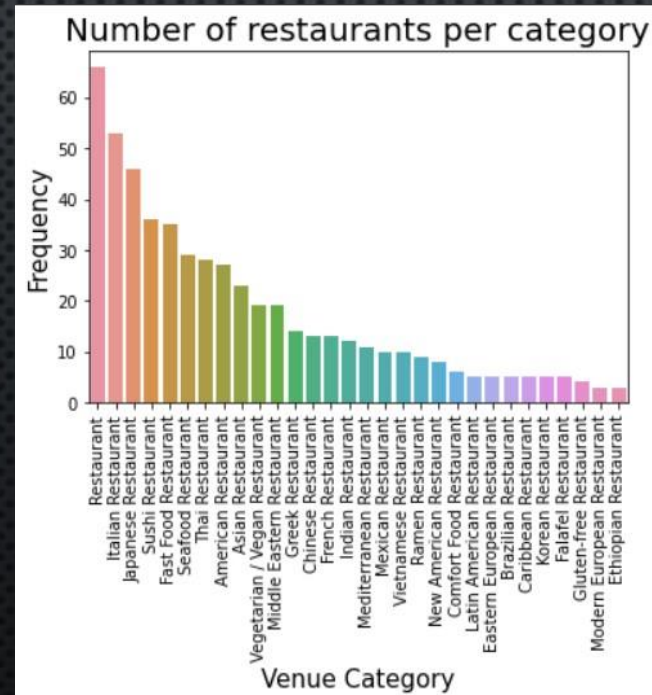| City	%
City of Toronto	51.2%
Toronto Region	46.8%
Brussels	45.1%
Vancouver	44.7%
Sydney	42.9%
Zurich	40.6%
Miami	40.5%
Melbourne	40.2%
London	37.6%
Frankfurt	36.3%
San Francisco Bay Area	34.7%
Los Angeles	33.6%
New York	29.3%
Amsterdam	28.8%
Paris	25.7%
Montréal	25.6%
Stockholm	24.9%
San Diego	24.1%
Houston	23.5%
Washington, D.C.	23.0%
Barcelona	20.0%
Berlin	14.6%

FINDINGS

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WE SAMPLED THE TOP 30 MOST POPULAR RESTAURANTS TYPES TO VISUALIZE THE MOST POPULAR RESTAURANTS, RELATIVE TO THE INDIAN RESTAURANT. THE INDIAN RESTAURANT RANKED 14TH. THE CHART BELOW VISUALIZES THE RESULTS.

CONTINUED

- When grouped into 3 k-clusters, Indian restaurants appeared in the 10 most popular venues list in the following boroughs:

- East York

- Scarborough (Most Frequent)

- Central Toronto

RECOMMENDATIONS

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- The frequently appearing neighbourhood was Scarborough. There is an opportunity for the investor open the restaurant anywhere and leverage on having no competition in a neighbourhood.

- It may also be safer to open the restaurant where people are already familiar with the Indian cuisine. Because the investors have little experience with the market, I would recommend that they open the restaurant in either Central Toronto or East York

- This recommendation is due to the fact that even though there are some Indian Restaurants in these neighbourhoods, the competition would be less than that of as in Scarborough.

CONCLUSION

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- THE PURPOSE OF THIS PROJECT WAS TO FIND OUT THE MOST IDEAL PLACE TO OPEN AN INDIAN RESTAURANT. WE PROCESSED THE DATA AND ANALYSED IT FOR FURTHER INSIGHTS.

- WE IDENTIFIED THE MOST POPULAR RESTAURANTS PER CLUSTER IN SEARCH OF AN IDEAL LOCATION AND TO ULTIMATELY ANSWER THE QUESTION "WHICH PLACE/S WOULD BE THE MOST IDEAL TO OPEN AN INDIAN RESTAURANT?".

- THE ULTIMATE DECISION LIES WITH THE INVESTOR, AFTER CONSIDERING ALL FACTORS