Capstone Project - The Battle of Neighborhoods by Anagha Kulkarni

1. Introduction

Toronto, the most populous city in Canada is the capital of the province of Ontario. It is a major Canadian city along Lake Ontario's northwestern shore. It is a dynamic metropolis with a core of soaring skyscrapers, all dwarfed by the iconic, free-standing CN Tower. Toronto has, in recent decades, been transformed into one of the most culturally and ethnically diverse cities in the world. More than 80 ethnic communities are represented, and over half of the city's residents were born outside Canada.

Multicultural Toronto is home to a culinary wonderland of many cuisines and dishes unique to the city. Toronto's plethora of ethnic food places is a direct result of its multiculturalism. Indian cuisine has always been one of the most popular cuisines not only among the resident population but also among the tourists visiting this city.

2. Business Problem

With the amount of popularity that this cuisine has gained over the period of time and especially in the city of toronto, Indian restaurants are also gaining popularity from a business perspective. If you are someone looking to start your own Indian restaurant, then this information is for you. There are several aspects to be considered when starting a new business, we will be focusing on a few aspects here.

The success of any business, especially a restaurant, is heavily dependent on its location. The area has to be convenient and safe for the public. One of the other important factors is competition from existing peers. Fierce competition can be a great entry barrier and should be avoided as much as possible. So, an area where there is a scarcity of Indian restaurants would be preferred.

This final project is directed towards finding a best neighborhood in Toronto based on its location, rating and most important, in my opinion, considering the safety of that neighborhood.

3 Target Audience

The organizations, individuals and group of people who would be using and be benefited from this project are:

1. Any organization or individual that wants to setup a new Indian restaurant or want to expand their footprint in Toronto area.
2. Foodies who are looking for areas with best options for Indian cuisine based on ratings.
3. People who are looking for neighborhoods with higher number of Indian restaurants.