

# Using Machine Learning to find locations to open a Burmese restaurant

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## 1. Introduction

### 1.1. Background

For this Capstone project, I am creating a hypothetical scenario for a concept Burmese restaurateur who wants to explore the opening of an authentic Burmese restaurant in the Toronto area. The idea behind this project is that there may not be enough Burmese restaurants in Toronto and it might present a great opportunity for this entrepreneur who is based in Canada. As Burmese food is very similar to other Asian cuisines, this entrepreneur is thinking of opening this restaurant in locations where Asian food is popular (aka many Asian restaurants in the neighborhood.) With the purpose in mind, finding the location to open such a restaurant is one of the most important decisions for this entrepreneur and I am designing this project to help him find the most suitable location.

### 1.2 Business problem

The objective of this capstone project is to find the most suitable location for the entrepreneur to open a new Burmese restaurant in Toronto, Canada. By using data science and machine learning methods such as clustering, this project aims to provide solutions to answer the following business question: In Toronto, if an entrepreneur wants to open a Burmese restaurant, where should they consider opening it?

### 1.3 Target audience

The entrepreneur who wants to find the location to open an authentic Burmese restaurant.