

# **Restaurant Theme and Location in Downtown Toronto**

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## Challenge:

1. What theme of restaurant does Downtown Toronto have a gap in the market for.
2. What would be the best location.

## Strategy:

1. Find how many of each themed restaurant there are in Toronto and in Downtown Toronto.
2. Find the location of restaurants that there seems to be a gap in the market for in Downtown Toronto.

## Data and Tools:

1. Postcode information for each borough  
obtained from Wikipedia page:

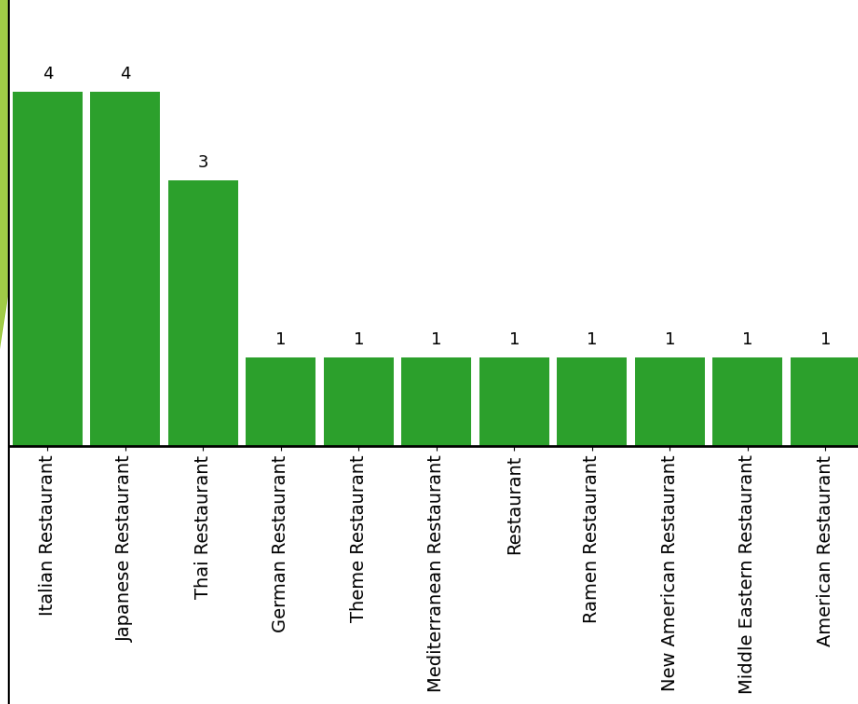
[https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada:\\_M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)

2. Venue information obtained from  
Foursquare API.

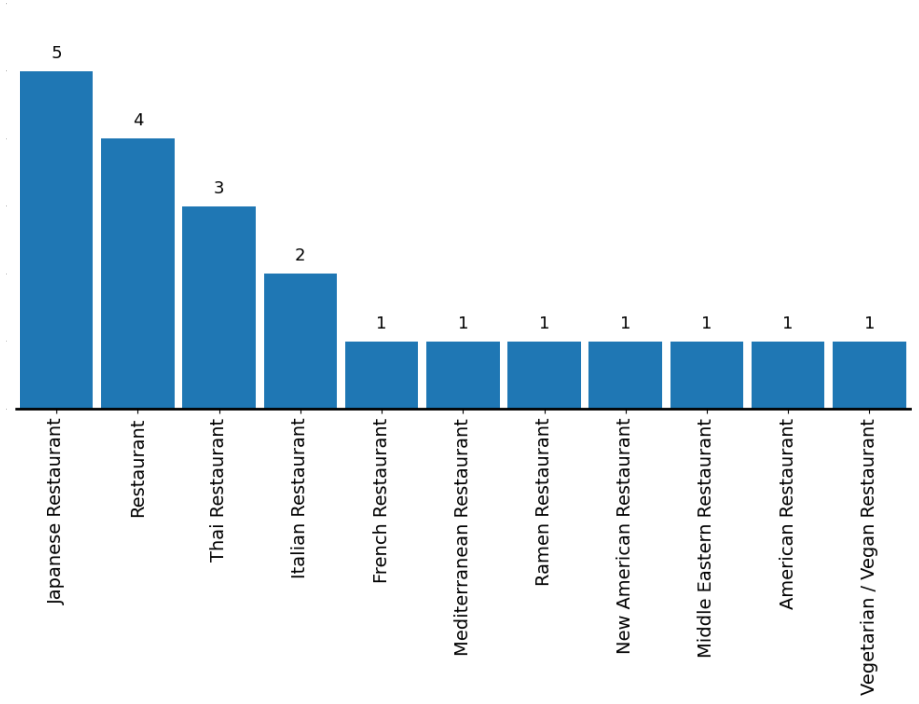
# Restaurant Themes

- Gap in the market found for a general restaurant style in Downtown Toronto.

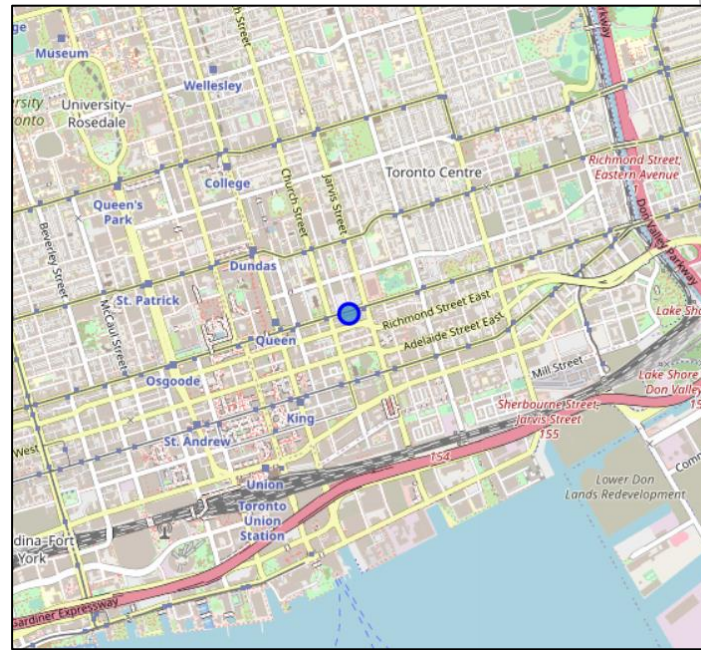
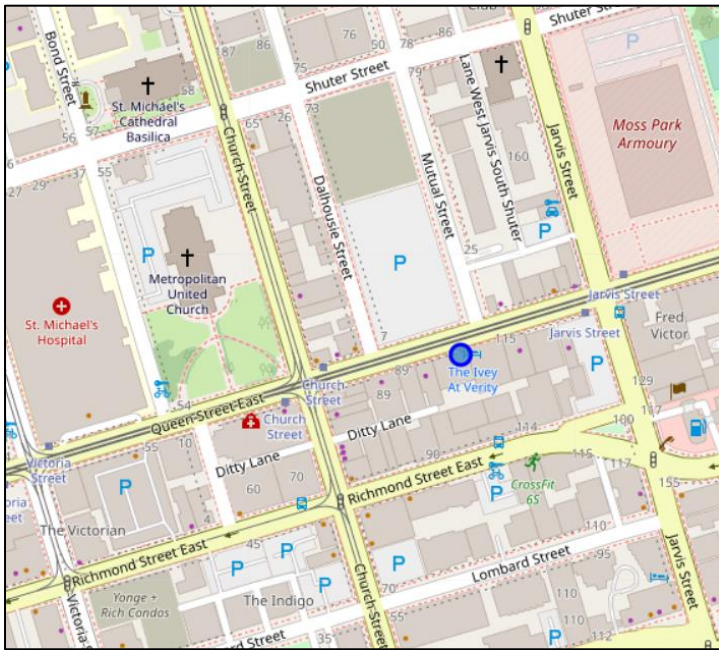
Restaurant Themes in Downtown Toronto, Ontario



Restaurant Themes in Toronto, Ontario



Restaurant location for the general restaurant found in Toronto was found to provide the client with the ability to decide on the location of the new restaurant.



- Successful analysis of the types of themed restaurants that do well in Toronto and where the gap in the market is in Downtown Toronto.
- Successful guidance on the location of the new restaurant to avoid rivalry.