**Objective:**

The objective of this analysis is to:

* Understand which localities in Toronto will be good for Indian restaurants

**Data Required:**

To perform this analysis, the following data categories would be needed:

* *Percentage of Indians within a Locality*
  + Why?
    - This data is critical, as it will give us an idea about the average footfall at an Indian restaurant.
    - This is the case, as most Indian restaurants will not mix cuisines and Indians will prefer the roti and tandoori over paella.
    - Hence, a larger Indian population would command a larger footfall.
  + How?
    - There are publicly available consensus related data available online.
    - This would be scraped to understand the population of the locality along with its Indian population.
* *Percentage of South Asians within a Locality*
  + Why?
    - This information is also critical as it will also define the footfall at a restaurant.
    - Most South Asian countries have a more or less similar cuisine. This would suggest that in case, there are Indian restaurants this set of people will also contribute to the footfall here.
  + How?
    - Similar to the above point, data records are available that can be scraped to get the requisite information.
* *Number of Indian restaurants in a locality*
  + Why?
    - No restaurant will be able to survive in an area with a large number of restaurants serving the same type of food
    - This is critical as the saturation level of a cuisine will define if it is able to break even and attain profits.
  + How?
    - This data can be sourced from the Foursquare API database.
* *Distance from a University:*
  + Why?
    - A large number of Canadian universities are attracting a lot of Asian students.
    - As students are away from home, they would be looking for a cheap and healthy food option, and Indian is the way to go for this.
    - Additionally, most students would not be having their own personal transport, in which case proximity is an important factor.
  + How?
    - There are data sets available of the number of universities per locality which can be used to garner the required information.