

Opening an Upscale Brazilian Steakhouse in Toronto, CA

IBM Capstone Project: The Battles of
Neighborhood – Final Project



Introduction/Business Problem

- ◆ Explore ideal neighborhood locations to open a new Brazilian Steakhouse restaurant in Toronto, Canada
- ◆ Stakeholders already have 6 successful upscale all-you-can-eat Brazilian steakhouses in Brazil and 10 in United States
- ◆ Look for existing upscale restaurants in the vicinity of Toronto in each neighborhood and if there are any upscale Brazilian steakhouses
- ◆ Focus our preliminary analysis to give the best possible neighborhood options for stakeholders

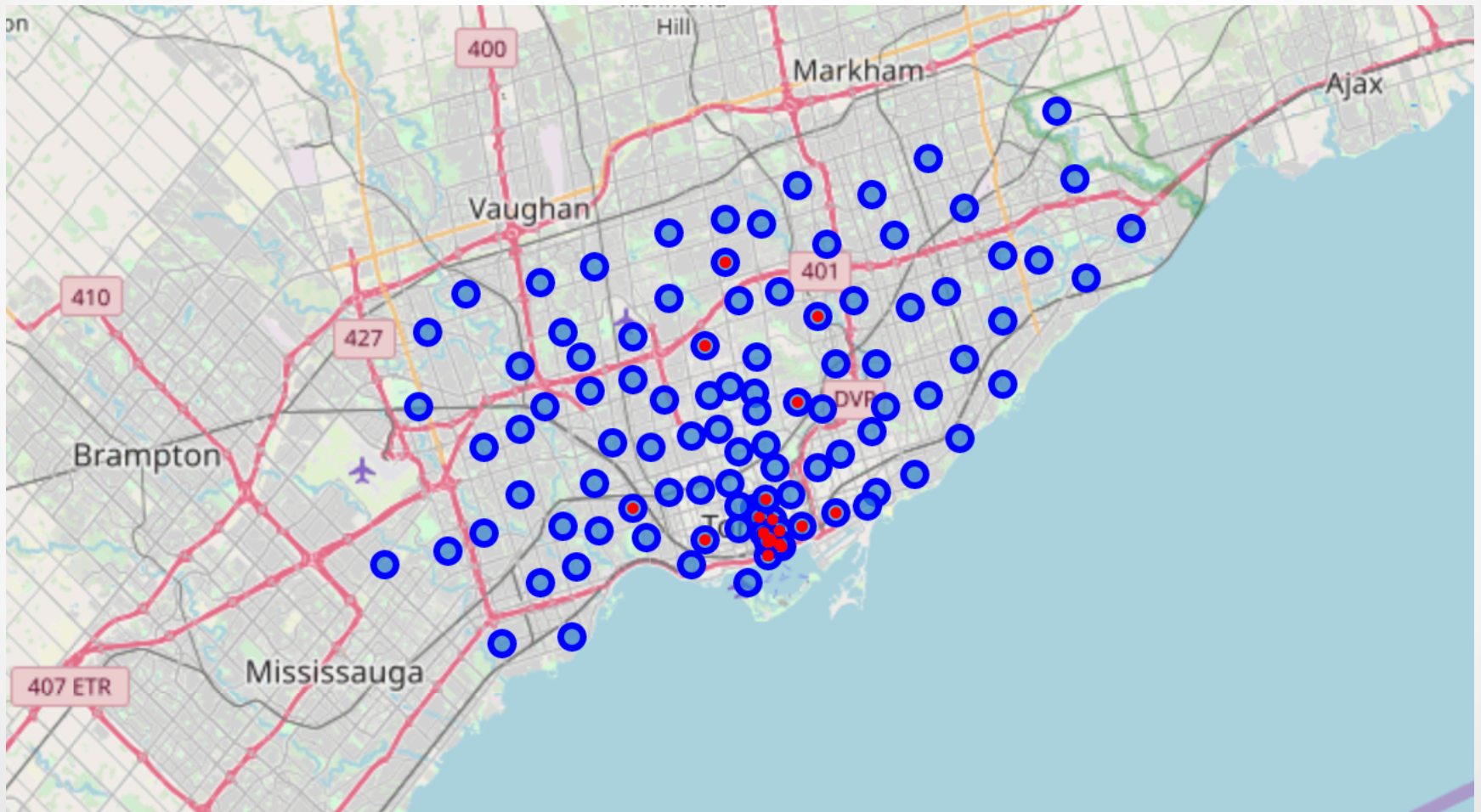
Data

- ◆ Neighborhood data of Toronto City from the Wikipedia page
https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M.
- ◆ Download location data using the link http://cocl.us/Geospatial_data and extract the 'Latitude' and 'Longitude' for Toronto neighborhoods
- ◆ Foursquare API to retrieve geo-location information for existing all upscale restaurants in each neighborhood in Toronto
- ◆ Note: This report relies on the accuracy of Foursquare API for Toronto, CA

Methodology

- ◆ From the data section, we found 65 upscale restaurants in Toronto. Out of the 65, 56 are located in Downtown Toronto
- ◆ No upscale Brazilian steakhouse in Toronto: No direct competition
- ◆ Stakeholders mentioned their other restaurants are very popular with businesses and are very family-friendly
- ◆ Need to be close to other popular upscale restaurants

Folium Map for Toronto, CA



List of Upscale Restaurants per Neighborhood

(Top 5)

	Count
Design Exchange, Toronto Dominion Centre	11
First Canadian Place, Underground city	10
Commerce Court, Victoria Hotel	10
Adelaide, King, Richmond	9
Harbourfront East, Toronto Islands, Union Station	4

Discussion

- ◆ Top 4 (four) neighborhoods per postal code have the highest number of upscale restaurants:
 - Design Exchange, Toronto Dominion Centre (M5K): 11 upscale restaurants
 - First Canadian Place, Underground city (M5X): 10 upscale restaurants
 - Commerce Court, Victoria Hotel (M5L): 10 upscale restaurants
 - Adelaide, King, Richmond (M5H): 9 upscale restaurants
- ◆ All the above neighborhoods per postal code are located in the Borough of Toronto Downtown

Conclusion

- ◆ Found 4 (four) best neighborhood locations per postal code to open their new Brazilian restaurant in Toronto Downtown
- ◆ Further analysis to create a weighting matrix for each neighborhood:
 - ◆ Popularity
 - ◆ Profitability
 - ◆ Property Prices
- ◆ After this matrix is developed, we could select an optimal location for a new upscale Brazilian steakhouse in Toronto Downtown