

# 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

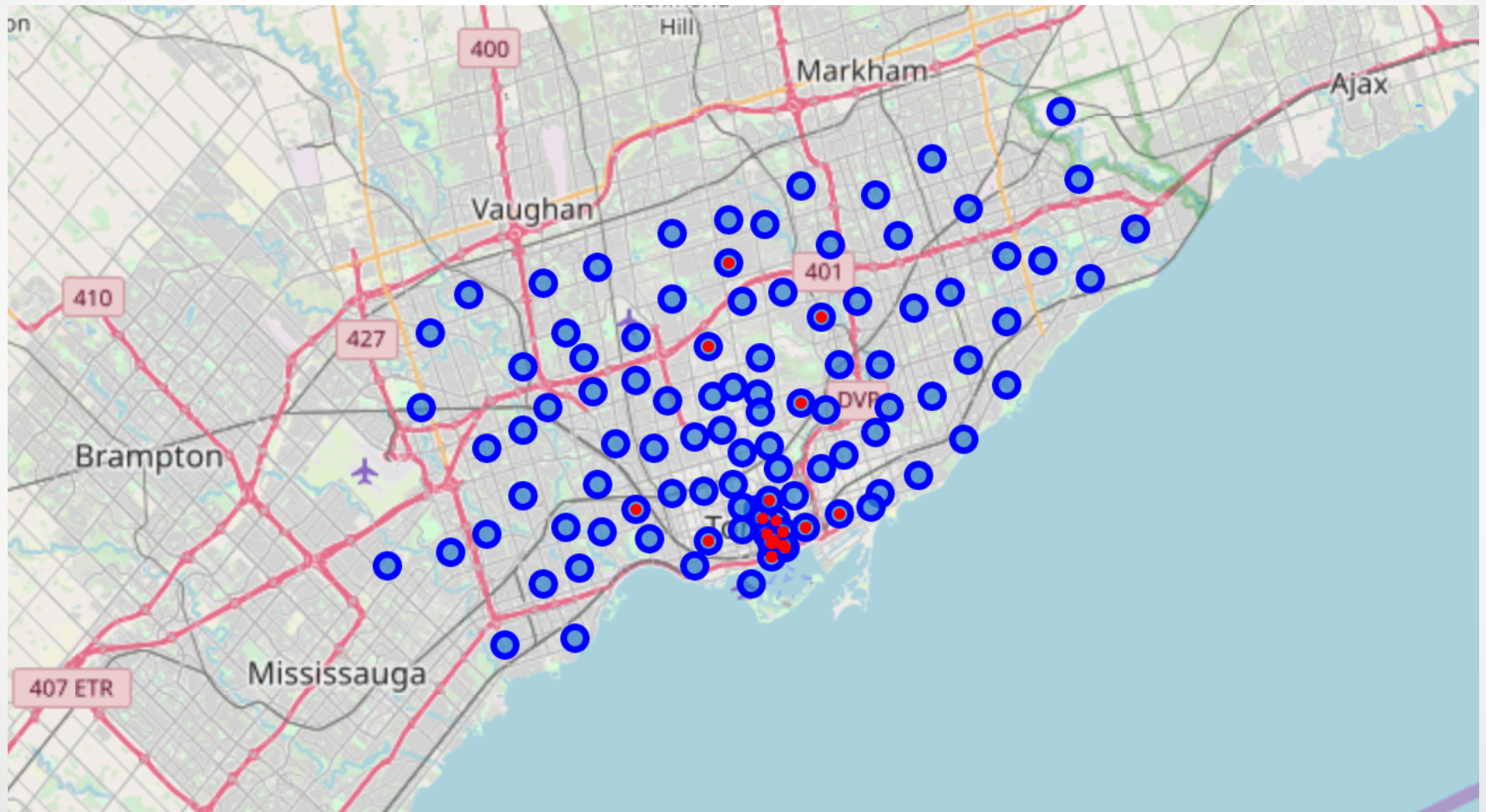
# Data

- ◆ Scrape neighborhood data of Toronto City from the 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).
- ◆ Download location data using the link [http://cocl.us/Geospatial\\_data](http://cocl.us/Geospatial_data) and extract the 'Latitude' and 'Longitude' for Toronto neighborhoods
- ◆ Use 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
<b>Design Exchange, Toronto Dominion Centre</b>	11
<b>First Canadian Place, Underground city</b>	10
<b>Commerce Court, Victoria Hotel</b>	10
<b>Adelaide, King, Richmond</b>	9
<b>Harbourfront East, Toronto Islands, Union Station</b>	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

# Results/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 all-you-can-eat Brazilian steakhouse in Toronto Downtown