Data-driven Recipe to New Cuisine Business at Toronto, ON, Canada – Introduction and Business Problem

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April 23, 2021

1. Introduction and Business Problem

1.1 Problem Background

Toronto is Canada's biggest city, and its miles a global chief in business, finance, technology, leisure, and culture. A massive wide variety of immigrants from all around the world make Toronto one of the maximum multicultural towns withinside the globe. Toronto is one of the maximum livable towns withinside the international as proven through diverse statistics, reviews, and worldwide rankings.

A quote of Arthur C. Nielsen, Market Researcher & Founder of ACNielsen in Data Tells a Story. Are you Listening? says: "The price of light is less than the cost of darkness."

Toronto's diversity certainly poses several challenges in terms of data-driven decision-making. Fortunately, this is a challenge that can become an exclusive opportunity, precisely because of the diversity that Toronto presents. This project was conceived hypothetically to serve people or companies interested in opening their restaurants in Toronto. In this sense, we will analyze several neighborhoods in Toronto to see if there is any pattern of behavior in terms of preferences for specific types of cuisine.

1.2 Problem Description

A restaurant, eating place or an eatery, is a commercial enterprise that prepares and serves food and drink to customers. Meals are commonly served and eaten at the premises; however, many eating places additionally provide take-out and meals shipping services. Toronto cuisine business is recognized for its diversity and competitiveness.

Toronto's diversity guarantees that their meals producers stay at the leading edge of culinary developments and product developments, making the place not anything brief of a "Foodie Paradise," supplying flavors and fares from throughout the world.
On the one hand, this competitiveness and diversity in the sector can pose serious challenges for those less experienced in the restaurant sector, on the other hand, diversity allows more entrepreneurs to settle in Toronto.

In this scenario of high competitiveness and diversity, making business data-driven decisions dramatically increases the chances of new business initiatives success at this field.

1.3 Interest

Stablishing a new local for a business could be a challenge task, for this reason some groups of customers or set of people may be more interested on it:

- Businessmen who desire to make investments or get insights on restaurant field in Toronto. This evaluation may be a manual to begin or enlarge eating places on Toronto's neighborhoods.
- Freelancers who like to have their very own eating place as an aspect business.
- Data science professionals who are interested in the topic.