**STRATEGIC LOCATION OF A RESTAURANT IN TORONTO**

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**1. Introduction**

**1.1 Background**

Toronto is the capital city of the Canadian Province of Ontario with a population of over 2.7 million. It is the fourth most populous cities in North America and the most populous in Canada. Toronto is an international center of business, arts, culture and finance. It is known for being one of the most multicultural and cosmopolitan cities in the world. Toronto’s economy is highly diversified in financial services, food services, tourism, technology, environmental innovation, education, fashion and arts. Toronto earned its unofficial nickname “the city of neighborhoods.” There are 140 officially recognized neighborhoods and more than 240 unofficial neighborhoods within the city’s boundaries. Because of its diversity and population density, one might wonder where to strategically set up a hotel industry.

**1.2 Problem**

Toronto has many neighborhoods and municipalities with people from different parts of the world who appreciate a variety of cuisines. Which is the best neighborhood to set up a restaurant with constant flow of customers of any age group or culture to please their preferences? This project would objectively want to set up a restaurant where the demand exceeds supply.

**2. Data**

**2.1 Data Sources**

The available geographical and socio-economic data is available at Wikipedia with information having neighborhood data, boroughs and postal codes.

**2.2 Data Cleaning**

* Web scraping, data wrangling, data cleaning was done to get the required data. This data was read into a pandas data frame to get it into the structured format. The data frame will consist of three columns: Postal Code, Borough, and Neighborhood. Only the cells that have an assigned borough will be processed. Those with a borough that is **Not Assigned** was ignored. Since one Neighborhood can exist in one postal code area, the neighborhoods will be combined into one row but separated with a comma. If a cell has a borough but a **Not assigned** neighborhood, then the neighborhood will be the same as the borough.