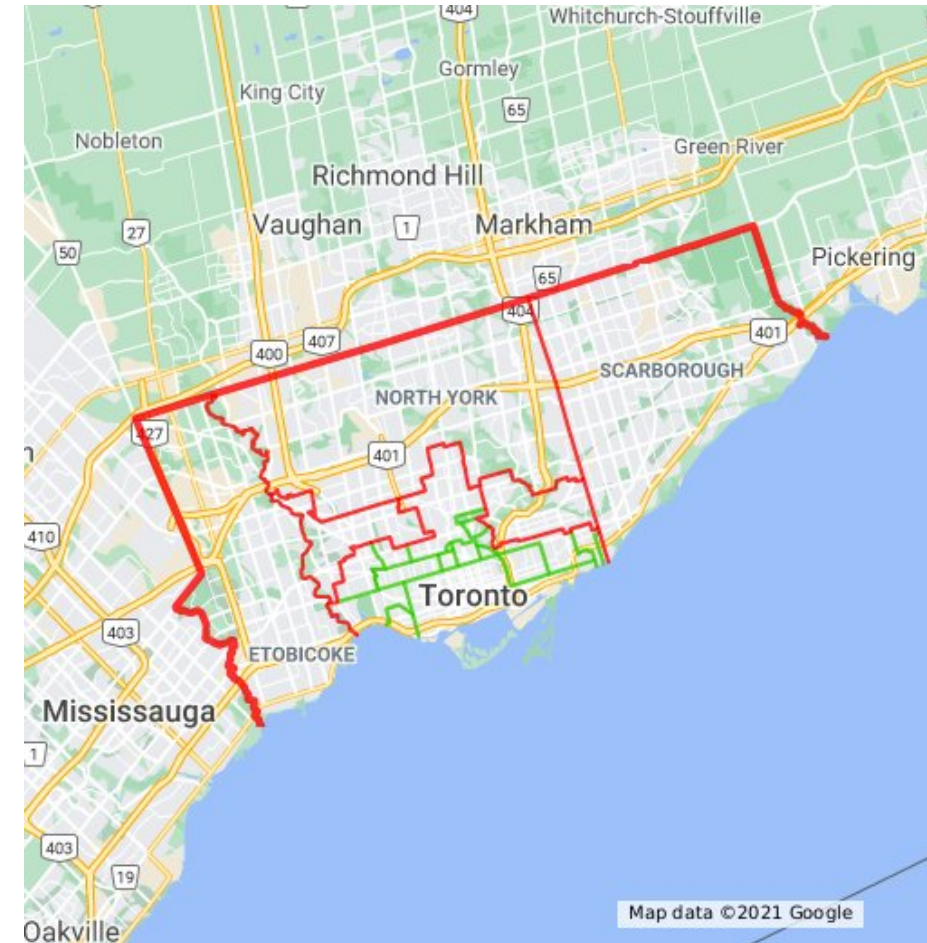


The Battles of Neighbourhoods

Choice of neighbourhood for IndyRest first Indian Restaurant in Toronto

Introduction

- Toronto City overview
 - Saturated restaurant market
 - Well developed city
 - Highly populous city
- Business Problem
 - First neighbourhood to start up Indian Restaurant
 - Lowest Competition
 - Highest demand
- Target audience
 - IndyRest Management Team



Data Description

- Data Requirements
 - Neighbourhood information
 - Name
 - Coordinates
 - Borough
- Data Sources
 - Wikipedia page
 - Canadian Postal Code
 - Foursquare.com
- Data processing
 - Data cleaning
 - Data structuring

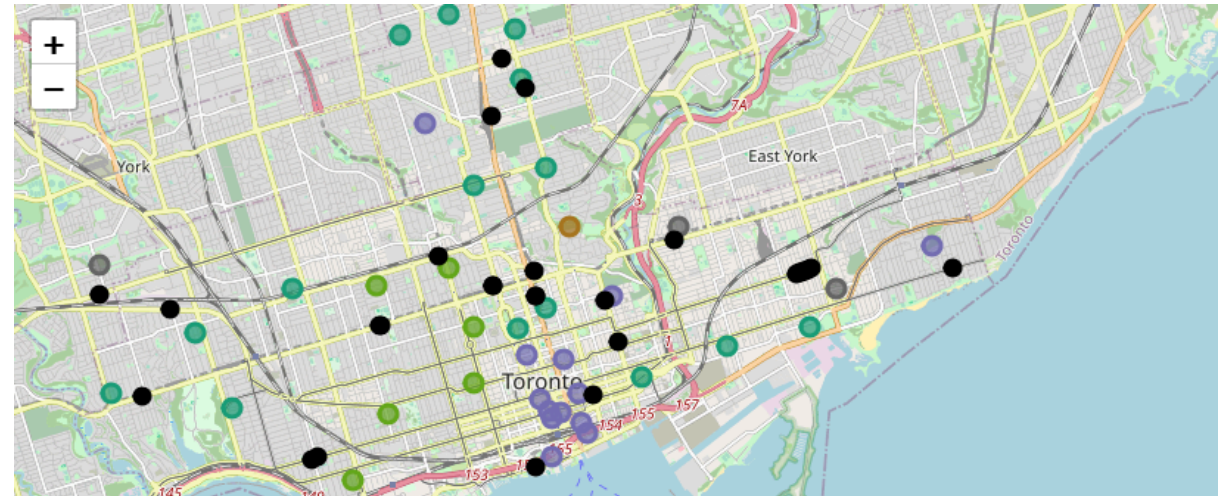
Methodology

- Data scrapping
 - Scrap neighbourhood data from Wikipedia
 - Structure data
- Foursquare.com
 - Obtain venue information
- K-means
 - Segment and cluster neighbourhoods in each borough
 - Group based on common cuisine types
- Visualisation
 - Map neighbourhood clusters
 - Map out restaurant clusters with Indian restaurants



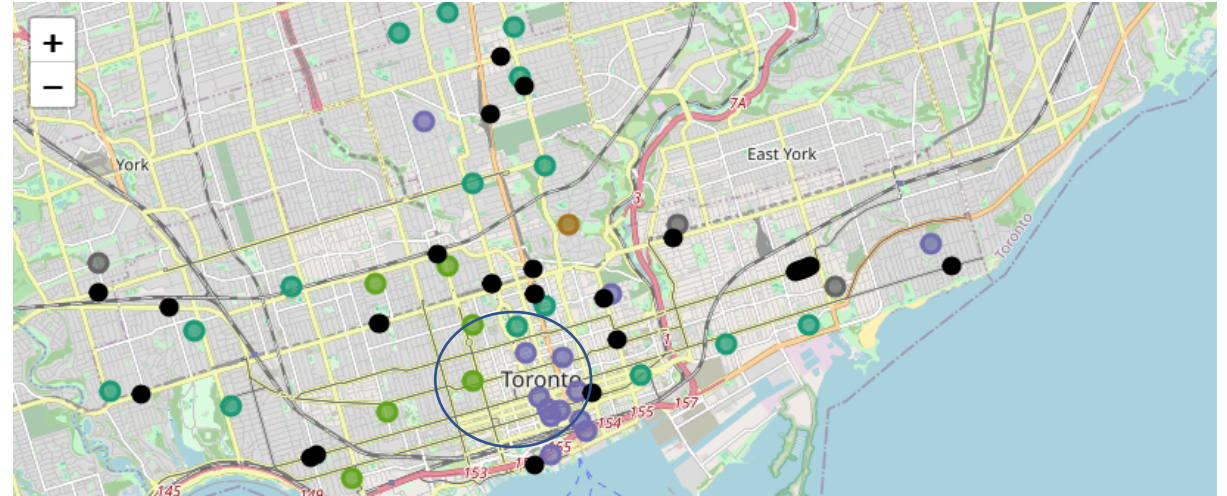
Result

- Clustering neighbourhoods
 - Grouped by borough to show neighbourhood dense boroughs
- Clustered restaurants
 - Showing distribution of Indian restaurants
- Visualisations
 - Neighbourhood distribution
 - Restaurant distribution



Discussion

- Circle on map represents optimal location for IndyRest
- Richmond Adelaide, King proved to be best location due:
 - Proximity to:
 - Neighbourhoods
 - High demand
 - Indian Restaurants
 - Low competition
 - Coast
 - Added value



	Borough	Neighbourhood	Latitude	Longitude	Cluster_ID	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
2	Downtown Toronto	Garden District, Ryerson	43.657162	-79.378937	2.0	Japanese Restaurant	Restaurant	Italian Restaurant	Seafood Restaurant	Ramen Restaurant	Middle Eastern Restaurant	German Restaurant	Vegetarian / Vegan Restaurant	Thai Restaurant	Sushi Restaurant
3	Downtown Toronto	St. James Town	43.651494	-79.375418	2.0	Restaurant	Italian Restaurant	Seafood Restaurant	American Restaurant	Japanese Restaurant	Latin American Restaurant	Thai Restaurant	New American Restaurant	Asian Restaurant	Middle Eastern Restaurant
4	East Toronto	The Beaches	43.676357	-79.293031	2.0	Japanese Restaurant	Asian Restaurant	Caribbean Restaurant	Restaurant	Mexican Restaurant	Indian Restaurant	Greek Restaurant	French Restaurant	Ramen Restaurant	Mediterranean Restaurant
5	Downtown Toronto	Berczy Park	43.644771	-79.373306	2.0	Japanese Restaurant	Restaurant	Seafood Restaurant	French Restaurant	Vegetarian / Vegan Restaurant	Thai Restaurant	New American Restaurant	Middle Eastern Restaurant	Italian Restaurant	American Restaurant
6	Downtown Toronto	Central Bay Street	43.657952	-79.387383	2.0	Japanese Restaurant	Ramen Restaurant	Vegetarian / Vegan Restaurant	Sushi Restaurant	Seafood Restaurant	Mexican Restaurant	Falafel Restaurant	Thai Restaurant	Restaurant	Modern European Restaurant
8	Downtown Toronto	Richmond, Adelaide, King	43.650571	-79.384568	2.0	Japanese Restaurant	Sushi Restaurant	Fast Food Restaurant	Seafood Restaurant	Restaurant	Italian Restaurant	American Restaurant	Mediterranean Restaurant	Brazilian Restaurant	Vegetarian / Vegan Restaurant

Conclusion

- Recommendation summary
 - Borough
 - Downtown Toronto
 - Neighbourhood
 - Richmond Adelaide, King
 - Added value
 - Proximity to coast
- Side notes
 - Also provided with another option of Central Bay
 - Any neighbourhood in the circle would prove to be beneficial and so IndyRest are not limited to one choice