

INTRODUCTION

Restaurants are popular as never before, especially Asian food. Therefore, an entrepreneur renewer may want to open an Italian restaurant in Toronto.

But before doing so we want to investigate the need for another Italian style restaurant. The entrepreneur is searching for an investment opportunity and we should not only consider where the fewest Italian restaurants are but also parameters like population density and rent costs.

The decision where to build the restaurant is based on strategy and will be made upon our results on the conclusions of the project.

BUSINESS PROBLEM

The objective we will follow in this project is finding the most suitable location for an Italian Restaurant in Toronto.

We will use the methodology learned in the previous weeks to provide a satisfying answer. Hence, we will collect the data, clean it, review it, and use machine learning algorithms such as clustering.

TARGET AUDIENCE

Our target audience is the entrepreneur or in general someone who wants to open an Italian restaurant in Toronto.

DATA

To solve this problem, we will use the data, we already looked at in the previous weeks, namely:

- List of neighborhoods in Toronto, Canada scrapped from Wikipedia.
- Latitude and Longitude of these neighborhoods from the Geocoder package for python
- Venue data related to restaurants. This data we will receive with the Foursquare API. This will help us find the neighborhoods that are more suitable to open an Italian Restaurant.