Project Report

# Introduction:

A lot of fast food businessmen who own a chain of restaurants or a franchise of a famous chain or even a food truck will need to ask the question that where should they expand their business to or where should they open up a new franchise or in case of a food truck, around where should they be so that they get maximum number of customers to increase their sales and generate revenue.

Using data science on geospatial data provided to us by foursquare API, we can analyze the neighborhood in Toronto and give those owners the answers to their questions. We can tell them the appropriate place where they can hit the maximum number of customers and generate profit.

# Data:

We can apply web scraping for getting different neighborhoods in Toronto, CA. After we have different neighborhoods, we can use Foursquare API to get all the venues like parks, cafes, offices in those neighborhoods and what are the trending venues in those neighborhoods. We can also use other sources to check the eating trends of people in Toronto, CA but that’s just if we ever need it.

After we have the data, we can analyze as to where are the maximum number of theme parks or fun places to go but have lesser number of fast food restaurants? We can give recommendations to restaurant owners to put their restaurants in crowdy places because crowd is normally looking to eat something as well.