

## Introduction

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Mr. Chen would like to open a new Chinese restaurant in either of Toronto or New York City and he would like to know which of Toronto or New York is a better location for a Chinese restaurant. To ensure the success of this new Chinese restaurant business, Mr. Chen wants to know which neighborhood in either of Toronto or New York City would be an ideal neighborhood for his new Chinese restaurant.

Mr. Chen has recently been granted the Canadian immigration visa, and with a stroke of luck, also won the U.S Green Card lottery. Mr. Chen has an extensive experience running Chinese restaurants in his native country of China and he would like to continue running such restaurants in Canada or the U.S. Before deciding on whether to move to Canada or the U.S, Mr. Chen did an initial research that concluded that either New York or Toronto would be a good place to start a Chinese restaurant, allowing him the opportunity to put his vast experience running such a restaurant in China to good use in his newly adopted country of Canada or the U.S.

The goal would be to develop a model that can help Mr. Chen or any investor determine the ideal neighborhood to locate a restaurant in Toronto or New York City to ensure success. An ideal neighborhood is one in which residents have an above average income, have a sizeable population and is currently underserved by Asian or Chinese restaurants, as measured by restaurants per capita. The model that would be built would be useful for any investor setting up any type of restaurant in New York City or Toronto. Furthermore, anyone with a basic understanding of Data Science would be able update the model to find an ideal location for restaurants in other cities.