



# Opening an Ethiopian Restaurant in Toronto

# Introduction

- ❖ The purpose of this project is to help investors establish which neighborhood in Toronto would be the best to open an Ethiopian restaurant.
- ❖ We seek to answer the question “which place/s would be the most ideal to open an Ethiopian restaurant?”
- ❖ The target audience for this project is foreign investors, looking to expand their footprint in Toronto.

# Findings

- ❖ We sampled the top 30 most popular restaurants types to visualize the most popular restaurants, relative to the Ethiopian restaurant.
- ❖ The Ethiopian restaurants were not so popular and ranked 30<sup>th</sup>. The chart below visualizes the results.



# Findings (continued)

- ❖ When grouped into four k-clusters, Ethiopian restaurants appeared in the 10 most popular venues list in the following boroughs:
  - York
  - North York (appeared more frequently)
  - Scarborough
  - Central Toronto (appeared more frequently)
  - Etobicoke

# Recommendations

- ❖ Based on the findings, there is an opportunity for the investor open the restaurant anywhere and leverage on having no competition in a neighborhood.
- ❖ It may also be safer to open the restaurant where people are already familiar with the Ethiopian cuisine.
- ❖ Because the investors have little experience with the market, I would recommend that they open the restaurant in either Central Toronto or North York, as Ethiopian restaurants ranked popular in these boroughs.

# Conclusion

- ❖ The purpose of this project was to find out the most ideal place to open an Ethiopian restaurant. We processed the data and analysed it for further insights. We identified the most popular restaurants per cluster in search of an ideal location and to ultimately answer the question “which place/s would be the most ideal to open an Ethiopian restaurant?”.
- ❖ The ultimate decision lies with the investor, after considering all factors.