**INTRODUCTION**

Depending on data of population in neighborhood and their income, the existing competitors, the aim of this study is to choose the suitable location to open a restaurant.

**DATA**

Toronto's data on this website: https://www.toronto.ca/city-government/data-research-maps/open-data/open-data-catalogue/#8c732154-5012-9afe-d0cd-ba3ffc813d5a

Toronto Neighborhoods' shapefile at this website: https://www.toronto.ca/city-government/data-research-maps/open-data/open-data-catalogue/#a45bd45a-ede8-730e-1abc-93105b2c439f

Combination of foursquare API with Toronto's 2016 data of population, their average income based on neighborhood is required to update all stakeholders with the information.

**METHODOLOGY**

VARIOUS TABLES AND MAPS OF TORONTO 2016 DATA IN ORDER TO SHOW THE MORE AFFLUENT REGIONS AS WELL AS THE FOURSQUARE DATA TO SHOW THE EXISTING COMPETITORS IN EACH OF THE NEIGHBORHOODS HAVE BEEN OBSERVED TO HELP THE INVESTOR CHOOSE THE BEST PLACE TO OPEN A RESTAURANT.

**RESULTS**

Based on our observations, it is noticeable that most of the restaurants are placed on main streets of southern part while many affluent neighborhoods are in northern side.

**DISCUSSION**

WIDESPREAD DISTRIBUTION OF RESTAURANTS IS NOTICEABLE BASED ON TARGETTING DIFFERENT CONSUMER GROUPS. EVERY GROUPS SHARE SOME COMMONALITY AND MORE RESEARCH CAN BE DONE BASED ON THAT.HOWEVER, BASED ON OUR OBSERVATIONS, WE ARE ABLE TO CHOOSE THE AFFLUENT NEIGHBORHOODS AND OPEN RESTAURANTS BASED ON THEIR TASTE.

**CONCLUSION**

AS DISCUSSED ABOVE, IT IS RECOMMENDED TO RESEARCH MORE TO FIND ON MORE VARIABLES TO DECIDE THE SUITABLE LOCATION.HOWEVER, THIS REPORT CAN CONTRIBUTE TO OPEN RESTAURANT AND DO FURTHER RESEARCH TO INVESTORS.