

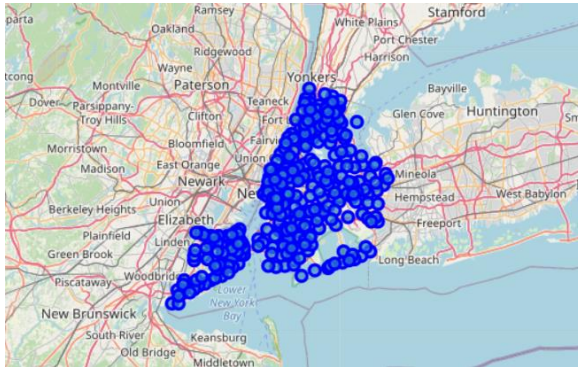
Capstone Project: the battle of the financial capitals

Business Problem: Little India is a successful Indian restaurant in the Old Town of Toronto. The owner wants to expand to other cities, but doesn't know where it is best to invest: should he go for a bigger city, where the great diversity of the population ensures numerous clients but where competition is fierce, or open a branch overseas, in a smaller city, with a potential risk that the demand for indian food is lower. The owner of Little India knows NY and Zurich for having living there, but wants facts and figures of the current situation to confirm his impressions. We have been commissioned by Little India to make a first market analysis in order to gain insights about current venues situation in New York (NY) and Zurich as possible places to expand, and to compare it with Toronto.

Three financial capitals, three very different cities:

New York

8.4 mio inhabitants
306 neighborhoods



Total

Italian Restaurant	298
Chinese Restaurant	206
Mexican Restaurant	175
American Restaurant	160
Sushi Restaurant	111

Toronto

2.9 mio inhabitants
78 neighborhoods

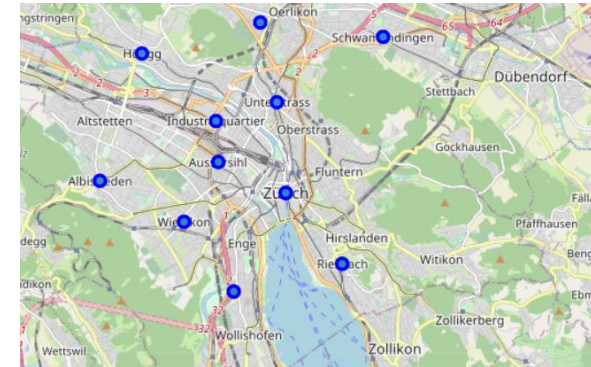


Total

Restaurant	105
Italian Restaurant	75
Japanese Restaurant	58
Sushi Restaurant	48
American Restaurant	40

Zurich

0.4 mio inhabitants
36 neighborhoods



Total

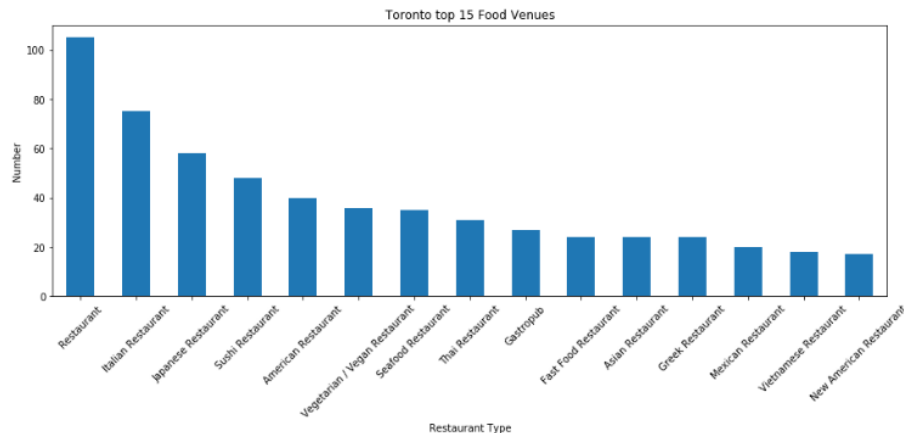
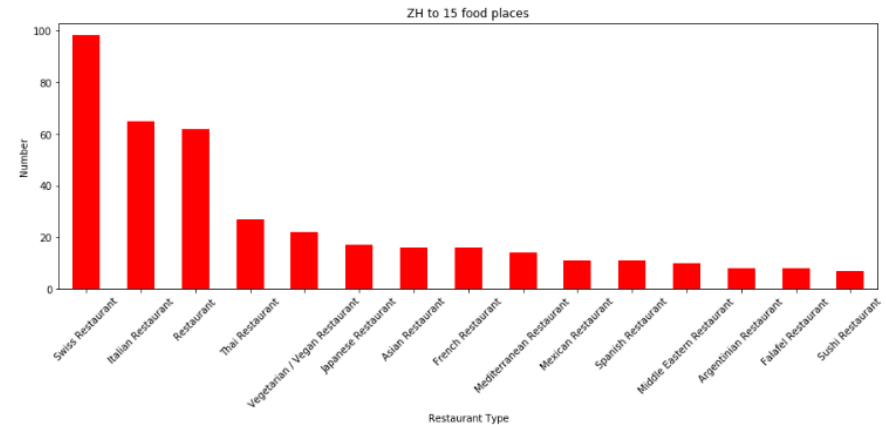
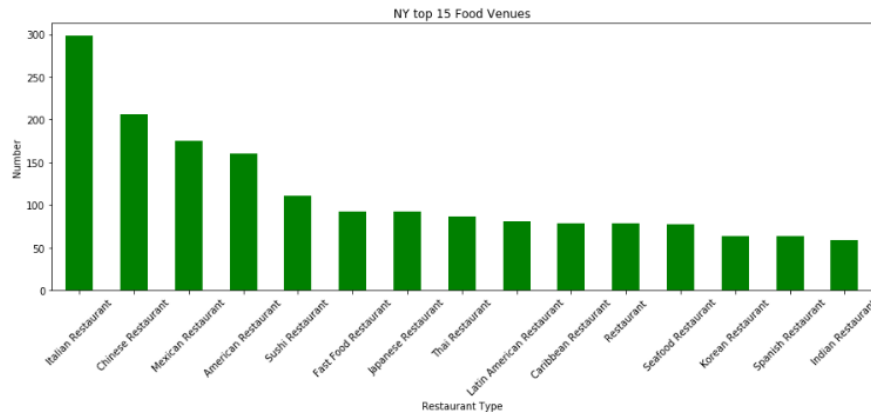
Swiss Restaurant	98
Italian Restaurant	65
Restaurant	62
Thai Restaurant	27
Vegetarian / Vegan Restaurant	22

NY, Toronto, Zurich: a comparison

	City	N. of Neighborhood	Density of Venue	Density of Food Place	Variety of Food Place	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue
0	NY	306	33.0	8.0	90	Italian Restaurant	Chinese Restaurant	Mexican Restaurant
1	Toronto	78	41.0	10.0	47	Restaurant	Italian Restaurant	Japanese Restaurant
2	Zurich	36	41.0	12.0	30	Swiss Restaurant	Italian Restaurant	Restaurant

- The bigger the city, the higher the number of neighborhoods
- Zurich and Toronto have a similar density of venues, but Zurich has more food places than Toronto. NY has a significantly smaller density of venues
- The bigger the city, the higher is the diversity/variety of food places

NY, Toronto, Zurich: a comparison of most common food places



- The top 15 food places are represented on the graphs
- The distribution can be considered similar for the three cities
- Italian restaurant made it to the top 3 of all cities
- Unspecific restaurants («restaurant») are to be seen in the top three of Zurich and Toronto, showing that the analysis would require more processing in order to acquire more specific data
- Indian restaurant didn't make it to the top 10 of any cities

NY, Toronto, Zurich and Little India: conclusion

- We could observed some significant differences between the three cities
- Foursquare coupled with other tools allows for efficient, fast and very bright analysis of venues in geographical areas
- An anlysis of the food venue situation in the three cities was performed
 - Density of venue can vary significantly between citites and neighborhoods
 - Variety is correlated to the size of the city
 - To 15 types of venues could be determined
 - Zurich seems more similar to Toronto than NY to Toronto
 - Some potential for improvement and some risks were identified (see detail in report)
- In order to make a sound recommandation to Little India about which city to chose for implantation, some more detailed analysis would be require