

THE BATTLE OF NEIGHBORHOODS

COURSERA CAPSTONE PROJECT

KOMKIT SUWANDHADA



INTRODUCTION

- Report is for those who are planning to start a new restaurant in the city of Toronto. I will provide a suggestion for the best venue to start a new restaurant in a highly visited city with already many good people.

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BUSINESS PROBLEM

I will focus on the issue of where to open a new restaurant in a city like Toronto. At first, I will check the information, and the first important decision will be the location for its new restaurant.

BUSINESS PROBLEM

We discussed and suggested the business problem that is the following:

- 1) What is the basis that can decide its new restaurant's location?
- 2) While selecting the place, there are key points to consider like they need to check out like where the most well-visited venues of the city are?
- 3) If incase there are already other luxury restaurants that have good ratings, will it be risky to open a new one near these restaurants?

DATA SETUP

We would use Foursquare API that as its prime data gathering as it has a database of place. The API can provide the ability to perform location search, location sharing, and information business details. I would use HTTP request limitations, the number of places per neighborhood parameter would reasonably beset to 100, and the radius parameter set to 1000

DATA SETUP

The data retrieved from Foursquare contained information of venues within a specified distance of the longitude and latitude of the postcodes. The information obtained per venue as follows:

- Number of neighborhood
- Latitude and Longitude of restaurant in each venue
- Name of the venue e.g. the name of a store or restaurant

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ANALYTIC PROCESSES

We will discuss data with libraries python are following.

- pandas and numpy for handling data.
- request module for using FourSquare API.
- geopy to get co-ordinates of City of Toronto.
- folium to visualize the results on a map

ANALYTIC PROCESSES

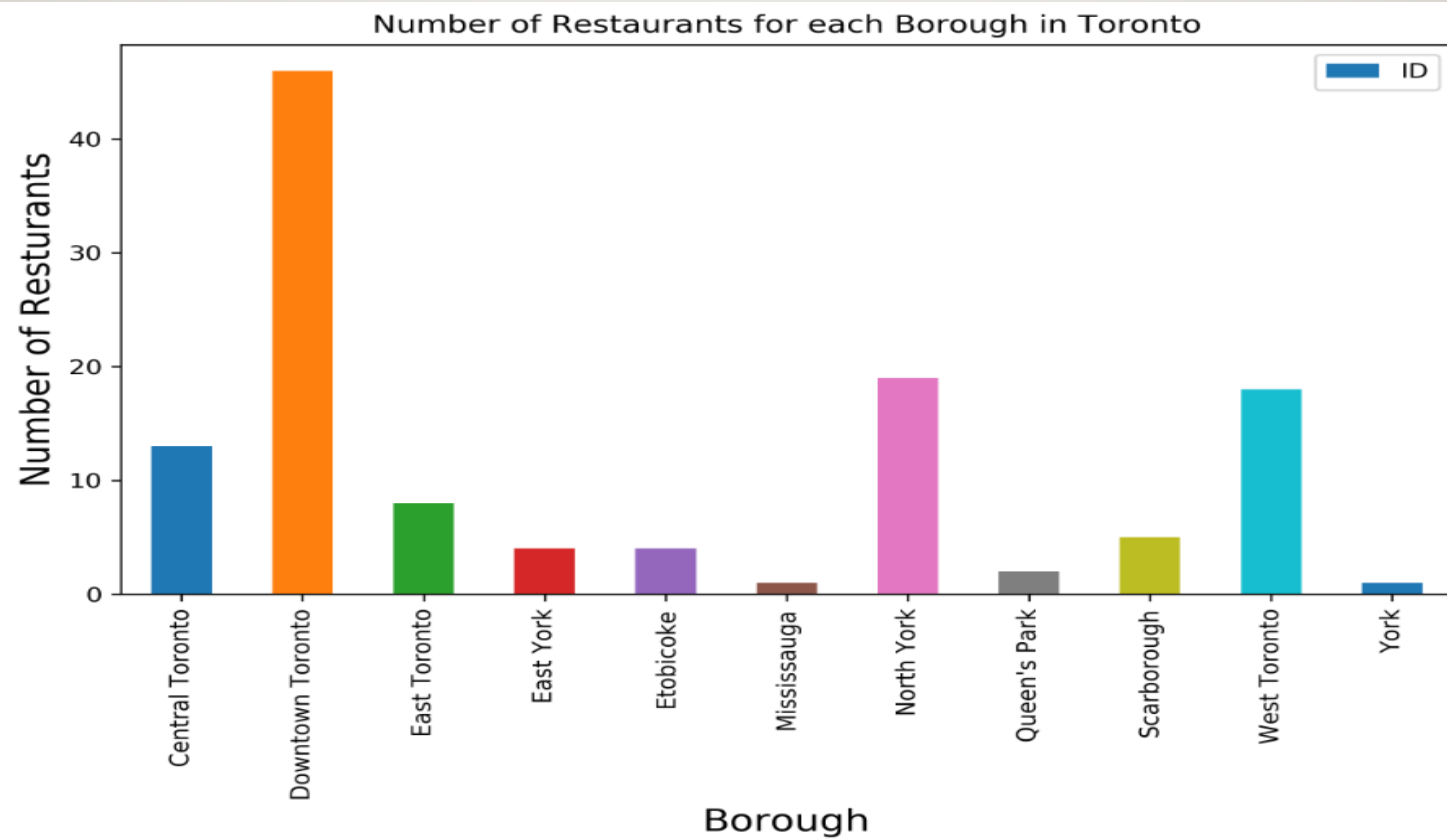
1. We scraped the data from Wikipedia page by read_html and clean data following to the venue in Toronto.
(https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M.)
2. We used Foursquare API to get the venues in Toronto, based on the restaurants of each place. we observe the number of venues in each borough, each neighborhood, and rating of restaurants.

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ANALYTIC PROCESSES

3. We see most restaurants place in 'Downtown Toronto' and the second order is 'North York'.

ANALYTIC PROCESSES

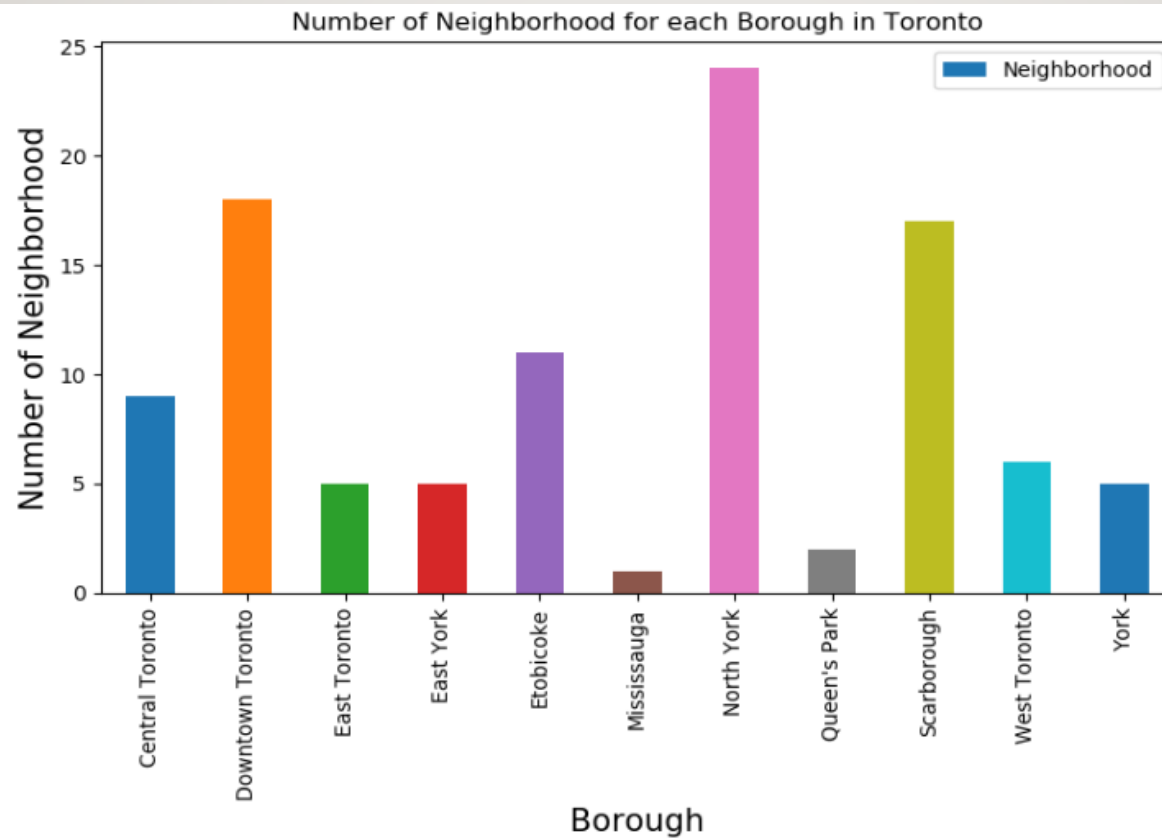




ANALYTIC PROCESSES

4. After that, the researcher searches the Neighborhood in each Borough and compare it with the number of restaurants.

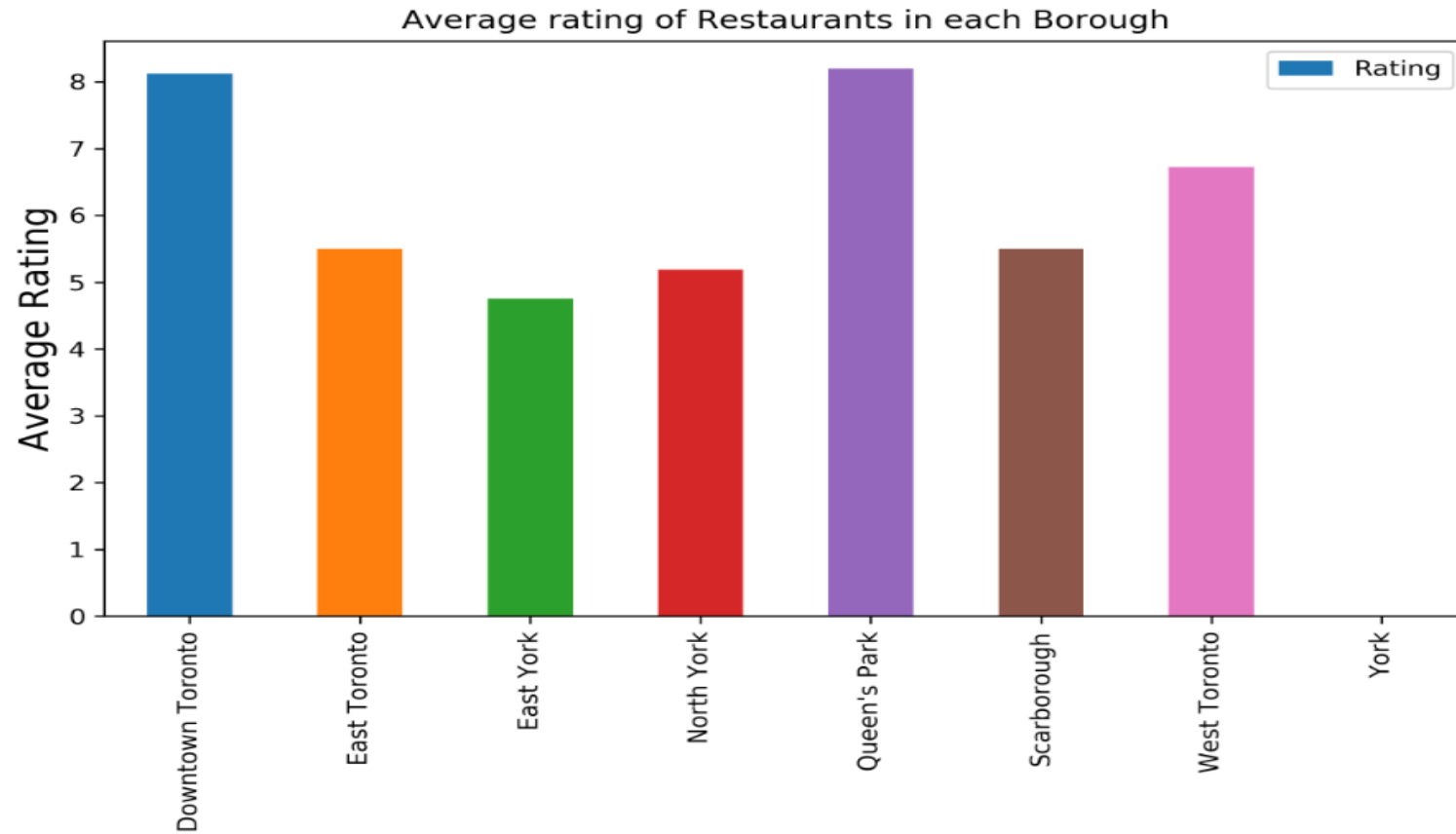
ANALYTIC PROCESSES



ANALYTIC PROCESSES

5. Finally, the researcher finds the rating restaurants in Foursquare and compute the average rating in the group by Neighborhood and Borough.

ANALYTIC PROCESSES



ANALYTIC PROCESSES

6. The researcher use folium which the map presents the great restaurants having an average score in Foursquare more than 7.0 point. The researcher find restaurants group by Borough following:
- Downtown Toronto 8
 - North York 2
 - Queen's Park 1
 - West Toronto 1

ANALYTIC PROCESSES



Most high rating
Restaurants are place
in Downtown Toronto

CONCLUSION

We search the number of restaurants in Toronto, which we interest in Downtown and North York with reasoning by

- The number of Restaurants in Borough or Neighborhood
- Rating and Like restaurants

Also, we find high rating restaurants in Downtown, which we interest in opening the restaurants. On the other hand, we look at North York, the number of restaurants is less than Downtown Toronto. However, neighborhoods in North York are over than Downtown Toronto.

CONCLUSION

We decide the potential opening the restaurants following:

- Downtown Toronto has a great location and reputation of restaurants because most restaurants placed in Downtown Toronto. If you want a good location, Downtown Toronto is an appropriate place for opening restaurants.
- Another choice is North York, which having many neighborhoods but having few restaurants.

Finally, we don't use the population in Toronto, salary, and housing prices because I can't find these. Therefore, the results represent the data that the accuracy of data depends on the pure data provided by Foursquare.



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THANK YOU

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