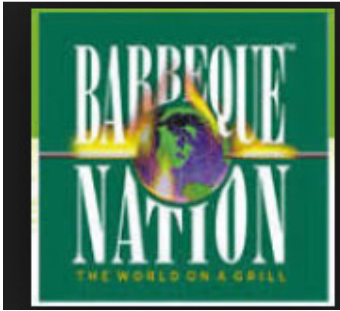


A description of the problem and a discussion of the background



Barbeque Nation, One of the famous Indian Food Chain decided to open a restaurant in Toronto

To find the location for a new restaurant is not a trivial task given the vibrant competition in large cities. The location of a restaurant is key to its success. Not every available is equally well suited due to multiple variables influencing the choice of the customer. For example restaurants with excellent food and high customer ratings can be very successful even in a hidden, little frequented street where real estate is cheap. In contrast, a fast food chain is highly dependent from a central place with a maximal number of people passing by who chose the restaurant spontaneous without researching reviews in advance.

Therefore, it can be hypothesized in a neighbourhood that has:

- a) a central location
- b) few competitors
- c) competitors with customer reviews

A restaurant can operate a more successful business than in a random location. It is also important to consider that not all of those variable will influence the success of a newly opened food chain in the same way. Therefore learning from successful strategies that worked out for other businesses can work well to rate the quality of a location.

Barbeque Nation has specified target areas as West Toronto.

A description of the data and how it will be used to solve the problem.

For this project we would be using the postal codes for the city of Toronto to find the specified target area and their respective neighbourhoods. For this we would first be importing postal codes of Toronto and cleaning the data so we have one postal code for each area and respective neighbourhoods that fall in that area.

Our analysis will be based on information available from Foursquare and Statistics Canada. We have not been provided any financial information that can help in making a better decision as this information is of confidential nature.

Furthermore, we would be analysing only the target areas specified by **Barbeque Nation** and would not be looking at other areas. Our recommendation would be based on best option available with the target area this includes, neighbourhood and type of restaurant.