

Introduction / Business Problem

Toronto is the biggest and most populated city in Canada. It is the capital of the province of Ontario and the country's financial center. It is considered a global economic and financial hub and is a high-income city in one of the highest income per capita countries in the world. Toronto is also a remarkably diverse culturally and ethnically. This poses a huge opportunity to open a commercial business to take advantage of this favorable and special features.

A good idea seems to be to open a restaurant in a specific area and neighborhood of the city, particularly in Scarborough which is a popular destination for new immigrants in Canada, and one of the most diverse and multicultural areas, with lots of natural landmarks and venues to visit. In order to analyze the most convenient area to open a restaurant it will be useful to identify the most populated neighborhoods in that area of Toronto and evaluate the income level for those areas. Once we have done that it would be useful as well to understand other social and demographic data of those areas in order to identify the kinds of restaurants that would be most likely successful.

One of the assumptions we use is that, taking that into account Toronto is a well-developed high-income city there will always be opportunities and room for new restaurants. In addition, Toronto is visited every year by millions of people that go there for both, vacation and as immigrants. This dynamism of the city offers always fresh opportunities for almost every kind of new business entering the market.