



**Restaurant business
recommendation in
Toronto**

Aims and objectives

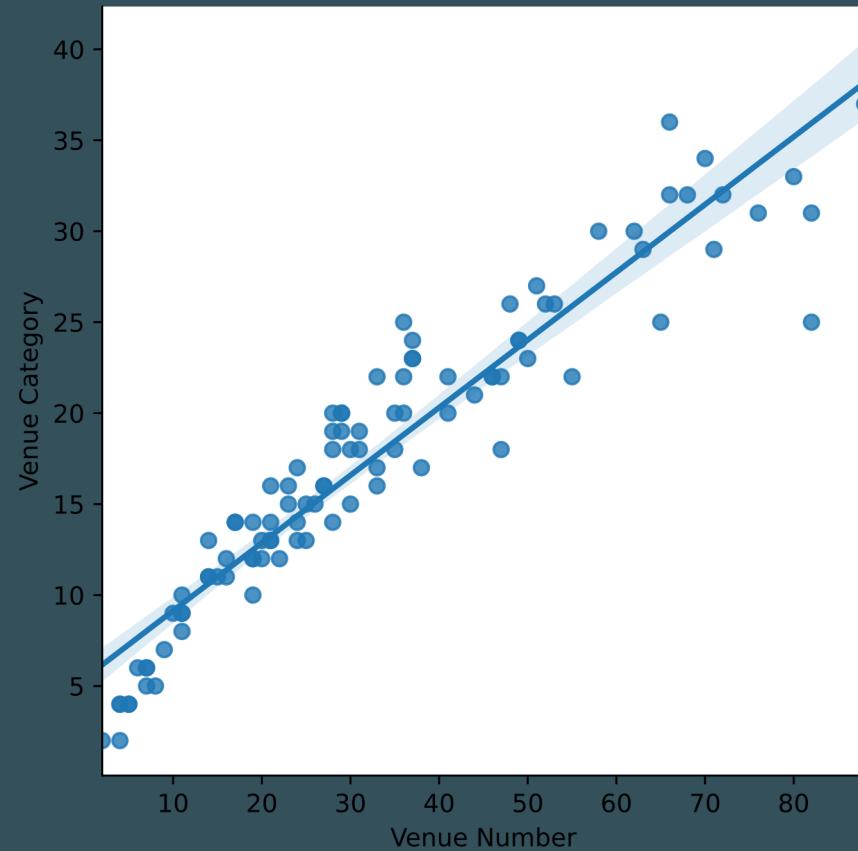
- The idea of this project is to provide insights to investors who are interested in opening a new restaurant or purchase an existing restaurant in one of Toronto's suburbs.
- Traditionally, the investors would usually determine where to open or acquire a food business based on their own experience and judgement.
- However, with the support of this project, people can determine the best suburbs to set up the restaurant and potentially the best location and food types served in the restaurant.
- The result of the project can be used to inform the decision-making process of the investment, which would be data-driven.

Data source (Foursquare)

	Postal Code	Neighbourhood	Borough	Latitude	Longitude
0	M1B	Malvern, Rouge	Scarborough	43.8066863	-79.194353
1	M1C	Rouge Hill, Port Union, Highland Creek	Scarborough	43.7845351	-79.160497
2	M1E	Guildwood, Morningside, West Hill	Scarborough	43.7635726	-79.188712
3	M1G	Woburn	Scarborough	43.7709921	-79.216917
4	M1H	Cedarbrae	Scarborough	43.773136	-79.239476
5	M1J	Scarborough Village	Scarborough	43.7447342	-79.239476
6	M1K	Kennedy Park, Ionview, East Birchmount Park	Scarborough	43.7279292	-79.262029
7	M1L	Golden Mile, Clairlea, Oakridge	Scarborough	43.7111117	-79.284577
8	M1M	Cliffside, Cliffcrest, Scarborough Village West	Scarborough	43.716316	-79.239476
9	M1N	Birch Cliff, Cliffside West	Scarborough	43.692657	-79.264848
	...				

Venue diversity

- The relationship between the number of venues and the number of venue categories is shown in the figure;
- We notice that the diversity of the venue categories increases with the number of venues.



Top venue features

Neighbourhood	Borough	Cluster Labels	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue
Agincourt	Scarborough	2	Chinese Restaurant	Restaurant	Bakery	Pizza Place
Milliken, ...	Scarborough	2	Chinese Restaurant	BBQ Joint	Japanese Restaurant	Korean Restaurant
Willowdale, Newtonbrook	North York	1	Korean Restaurant	Middle Eastern Restaurant	Restaurant	Cafe
Don Mills	North York	0	Japanese Restaurant	Pizza Place	Restaurant	Cafe
Don Mills	North York	0	Japanese Restaurant	Pizza Place	Restaurant	Cafe
The Beaches	East Toronto	0	Pizza Place	Sandwich Place	Bakery	Breakfast Spot
Studio District	East Toronto	0	Bakery	Vietnamese Restaurant	Cafe	Diner
Humewood-Cedarvale	York	0	Pizza Place	Restaurant	Italian Restaurant	Sushi Restaurant
Canada Post Gateway Processing Centre	Mississauga	0	Restaurant	Middle Eastern Restaurant	Sandwich Place	Chinese Restaurant
Alderwood, Long Branch	Etobicoke	0	Pizza Place	Restaurant	Fast Food Restaurant	Sandwich Place
Mimico NW, ...	Etobicoke	0	Restaurant	Sandwich Place	Fast Food Restaurant	Sushi Restaurant

Conclusions

- The program developed in this project can be used to help investors to understand the feature of food venue business in different regions of Toronto.
- By using the venue data provided by Foursquare, we can find the top suburbs where food venues are popular.
- The program can also be used to explore the categories of existing food venue in a given suburb, which would guide the business decisions in terms of whether the investor should target a over-crowded but popular market, or should set up a restaurant venue which has never existed before in this suburb.