

BATTLE OF THE NEIGHBORHOODS

Exploring Suitable Locations for New Sushi Restaurants in Toronto, Canada using Data Science

This Capstone project work aims to utilize all Data Science Concepts learnt in the IBM Data Science Professional Course offered by Coursera.

To begin with, a Business Problem, data source & data to be used in the project are defined. Machine learning tools will be used to analyze the data and predict solutions.

A conclusion based on the analysis is provided which can be utilized by the business stakeholders to make their decisions.

Business Problem:

Toronto is a Canadian city with a taste for international cuisine. With a population of approximately 6 million which includes diverse ethnic groups, Toronto is a multicultural city offering many opportunities for entrepreneurs and Business owners in the restaurant business domain.

In this project, Toronto Neighborhood data, Foursquare location data and regional clustering of venue information are used to determine 'best' neighbourhoods in Toronto to open a Sushi restaurant. Sushi is one of the most bought dishes in Toronto originating from Japan. Toronto is home to many Sushi patrons comprising of varied ethnicities which include Chinese, Koreans, Filipinos, Japanese and people from South East Asia. Their combined population is approximately 20% of Toronto.

Toronto receives approximately 22 million international visitors annually. A sizable chunk of these visitors, explore the exotic food delights on offer in

Toronto. As Sushi restaurants are exotic, they will also cater to international visitors.

The presence of many Asians in Toronto will also provide Chefs and labour for the Sushi Restaurants.

Thus, opening of new Sushi restaurants in Toronto is a good business proposition.

Target Audience:

The target audience are Entrepreneurs and Business owners who want to open new Sushi Restaurants or expand their current business. The analysis will provide key information, which can be used by the target audience.