Opening a restaurant in Toronto

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- **Project Goal**: Chosing the best location for a new restaurant in Toronto

- **Challenges**:
  - Lack of data
  - Difficulty of choosing a suitable location considering the competition aspect

Business Problem

- Acquiring Toronto coordinates

- Visualizing the neighborhoods of the city center

- Getting venues data using Foursquare API

- Data Analysis

- Clustering using Kmeans

- Vizualising the best locations possible

Methodology
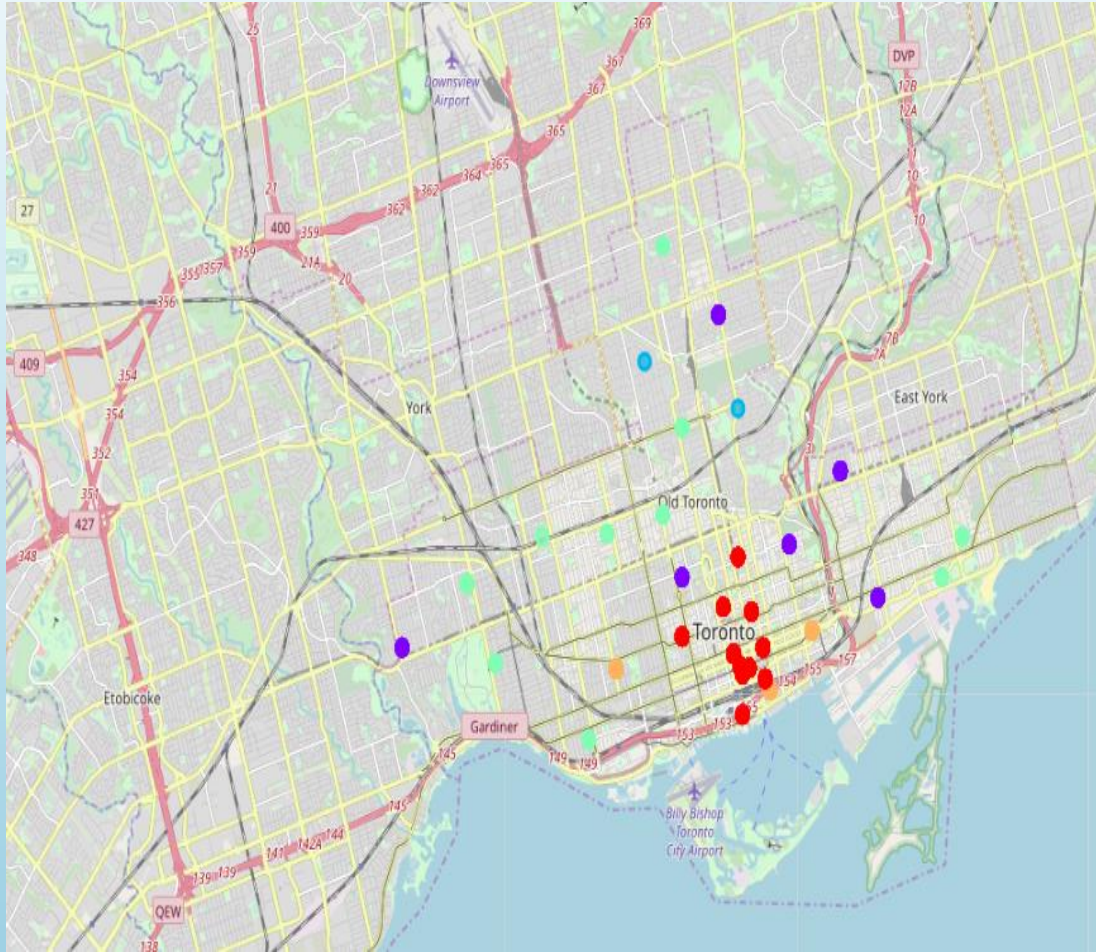
The red marks correspond to the best locations to open a restaurant. They are the neighbourhoods that offer the best competition and thus a free marketing and an easy access.

Results

We notice that these locations are closer to the sea than the other, which is explained by the fact that the sea attracts more people and the neighbourhoods that are close to it are the most crowded.

Discussion

- Location analysis -> not a simple task
- It requires many data sources.
- This project could be extended to define restaurant types depending on the locations and the age of users

Conclusion