

Project: Finding the best location in Toronto for setting up an office (HUB) for a food delivery company.

1. Introduction/ Business Problem

This project finds out list of all the restaurants in Toronto based on Borough, and map them to visualize the location. This project is specially made for food delivery companies who intend to know the location of all the restaurants and usually set their office close to most of the restaurants for their business purpose. So, here my target client is food delivery companies like Uber Eats, Doordash, Grubhub etc. To understand clearly here I have tried to explain a case study of “Lieferando” company, how Data Science might help them selecting the best location for their office.

Lieferando (Former name Takeaway) (<https://www.lieferando.de/en/>) is a Dutch dot-com company specialized in online food ordering and home delivery. It is an intermediary online portal between the customer and the restaurants, where customers can order food online from restaurant’s menu, and have it delivered by the restaurants directly to their home. Foods are delivered by bikes, electric bikes or cars. At present, they are operating 10 European countries and plan to expand in Canada. They have decided to open their first office in Toronto which they will operate both as Hub and Office for the company. Here Hub means where all the delivery vehicles of the company will be parked and used for delivery during order time.

Riders usually stay at the office (Hub) and go to the restaurants when they get orders. Its important that the office must be built close to most of the restaurants so that, riders can move fast towards the restaurants and deliver the food as quick as possible. To select the office location Lieferando is willing to use scientific method rather than following any suggestion by the employees-who don’t have enough knowledge of Toronto city. So, they have decided to use Data Science to find out the best location for their office.

In brief the pre-requisite of this project is: a) currently they will set only one office (HUB) in Toronto b) The HUB should be as close to as most of the neighbourhoods in Toronto c) It has to set close to city centre.