Exploring Toronto Neighborhoods- Opening an Italian Restaurant

Toronto is on of the most populous cities in Canada. Toronto's demographics show that it is large and ethnically diverse. With its diverse culture comes diverse food item. There is a wide variety of restaurants in Toronto, each belonging categories such as Chinese, Indian, French, Jamaican, Portuguese etc.

In this project we would go through a series of steps to determine whether or not it is a good idea to setup an Italian restaurant in Toronto and if what areas/neighborhoods would be the most profitable for the restaurant. The success of a restaurant depends on the customers and so it is important to cater to the right crowd. Toronto is home to the vast majority of the Italian community in Canada. Toronto is also home to the forth-largest Italian community outside of Italy, behind São Paulo, Brazil, Buenos Aires, Argentina, and New York City, respectively so it already sounds like a good idea to setup a restaurant in Toronto. However, we have to be sure whether it would a profitable idea.

Toronto's diversity is reflected in Toronto's ethnic neighborhoods such as Chinatown, Corso Italia, Greektown, Kensington Market, Koreatown, Little India, Little Italy, Little Jamaica, Little Portugal & Roncesvalles but for the sake of this project the target audience would be the Little Italy Community.

PROBLEM:
1. List and visualize all parts of Toronto that have Italian restaurants.
2. What is the best location in Toronto for Italian cuisine?
3. Which areas have potential Italian restaurant market?
4. Which areas lack Italian Restaurants?
5. Which is the best neighborhood to stay in if your preference of food is Italian cuisine?

TARGET AUDIENCE

Who will be more interested in this project? What type of clients or a group of people would be benefitted?
1. Business personnel who wants to invest or open an Indian restaurant in Toronto. This analysis will be a comprehensive guide to start or expand restaurants targeting the Indian crowd.
2. Freelancer who loves to have their own restaurant as a side business. This analysis will give an idea, how beneficial it is to open a restaurant and what are the pros and cons of this business.
3. Indian crowd who wants to find neighborhoods with lots of option for Indian restaurants.
4. Business Analyst or Data Scientists, who wish to analyze the neighborhoods of Toronto using Exploratory Data Analysis and other statistical & machine

learning techniques to obtain all the necessary data, perform some operations on it and, finally be able to tell a story out of it.