

Where to Open a High End Restaurant in Toronto

1. Business Case

With the reopening of many areas after the initial outbreak of COVID-19, many restaurants have closed, leaving open spaces for those who would like to open their own restaurants. One such company wants to open a very high end restaurant in the Toronto area, but wants to utilize data to ensure that they choose an area with fewer restaurants to compete with and a large amount of higher income families. By utilizing Foursquare I plan to aid this company in choosing the perfect neighborhood for them to open a new high end restaurant in.

2. Data Acquisition

I utilized all of the following data to create one set of data for clustering and mapping to show the best neighborhood to open a high end restaurant.

1. Toronto neighborhoods by postal

code: https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M

This data acquisition was completed in an earlier Capstone assignment and was able to be reused for this assignment.

2. Toronto neighborhoods average tax income by postal

code: <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/search-recherche/change-geo.cfm?Lang=E&Geo1=FSA>

I downloaded this data into csv format and pulled in/merged with above data.

3. Toronto Restaurants by postal code: Foursquare and only extract Restaurants

By utilizing the knowledge I have learned throughout this Capstone course and prior, I was able to import each data set, clean it where necessary, and then merge them all together to analyze and create a conclusion for this business case.

3. Data Analysis & Observation

Through data analysis utilizing most common venues and clustering I was able to find the following table and some important insights. First of all, North York (Bedford Park) has the highest after tax income, but its most common venue is a sandwich place. Its most common high end potential venue is an Italian restaurant. Other high end potential venues include a café and Indian restaurant. The next highest income borough is central Toronto (The Annex). It has most commonly cafes so starting a café in this area would not be recommended. Not until the third highest income area is there a sushi restaurant. This sparked an idea as I had not seen a large amount of these in either of the top two income boroughs.

4. Conclusion

Based on the data and findings from the previous slide I would recommend one of the three following options for a potential high end restaurant opening:

- a. A high end Indian restaurant in North York – Bedford Park
- b. A high end sushi restaurant in North York – Bedford Park
- c. A high end sushi restaurant in Central Toronto – The Annex