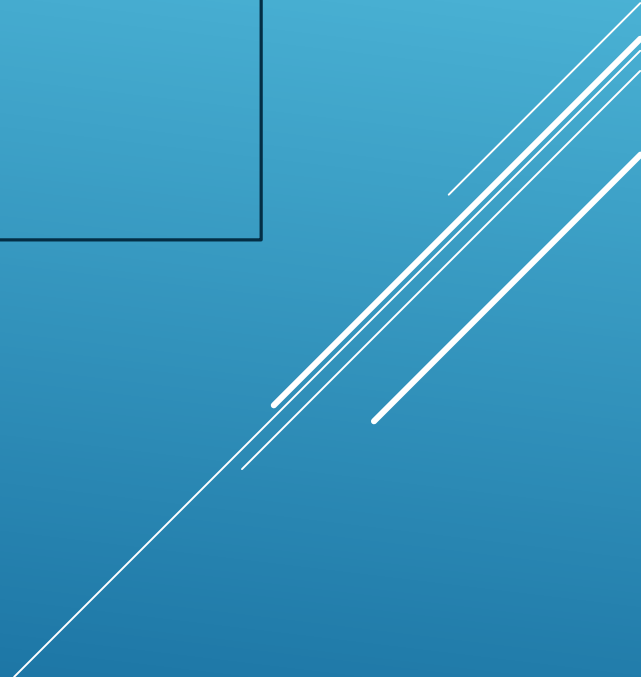


Battle of Neighborhoods

Opening a new Korean restaurant

Toronto vs New York



# INTRODUCTION

At a food fair in Seoul/Korea a chef who runs a restaurant chain, famous for homemade food style throughout the country, has received an offer from an investor to open a restaurant either in Toronto or in NYC.

The main target group for the restaurant are Koreans have been living in Toronto and NYC and missing the traditional homemade food style. There are Korean restaurants available in both cities but customized to the overall populations eating habits. For sure all other people are highly welcome too.

The outcome of this project should give to the investor and chef a suggestion about the right choice of the city between Toronto and NYC, furthermore the right choice for Neighborhood and restaurant class in order to get the aimed business case.

The goal of this project is not to grant the success of the restaurant, but to support the strategy deployment based on the ratio no. of restaurant to Koreans, being in the centroid among all existing Korean restaurants and deciding the restaurant class based on the prosperity of the selected Neighborhood. The Strategy itself is under the responsibility of the project clients namely investor and chef.

# WHERE TO OPEN A NEW KOREAN RESTAURANT? IN TORONTO OR IN NEW YORK?

The choice of the city is made according to the ratio 'number of existing Korean restaurant' to 'Korean population'

## **Toronto:**

The Korean population in Toronto is at around: 70 000\*

The number of Korean restaurants in Toronto listed in Foursquare are: 4

Ratio:  $4^{**}/70\ 000$

## **New York:**

The Korean population in New York is at around: 92 000\*

The number of Korean restaurants in Toronto listed in Foursquare are: 68

Ratio:  $68^{**}/92\ 000$

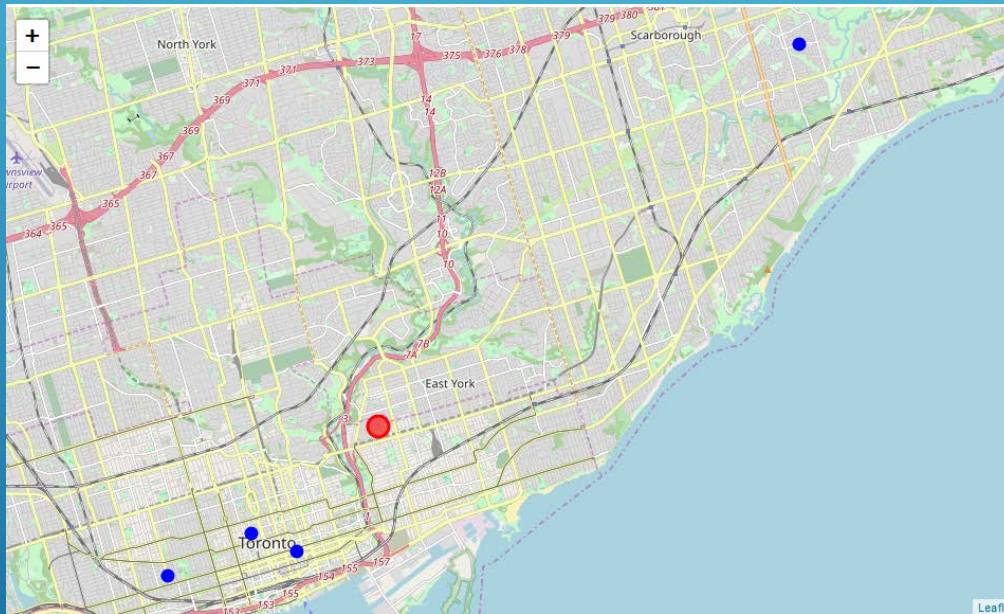
→ Due to much lesser Korean restuarants per Korean in Toronto the choice of the city is Toronto

\*Values obtained from wikipedia which are based on Census data. Python ans pandas used for scraping data from internet

\*\*Number of Korean restaurants obtained from venue database supplier/service Foursquare

# IN WHICH NEIGHBORHOOD OF TORONTO TO OPEN THE NEW KOREAN RESTAURANT?

The target neighborhood should be the geographical centroid of the 4 Korean restaurants in Toronto listed in Foursquare.



\*Blue bubbles: existing Korean restaurants

\*Red bubble: centroid of the 4 restaurants:

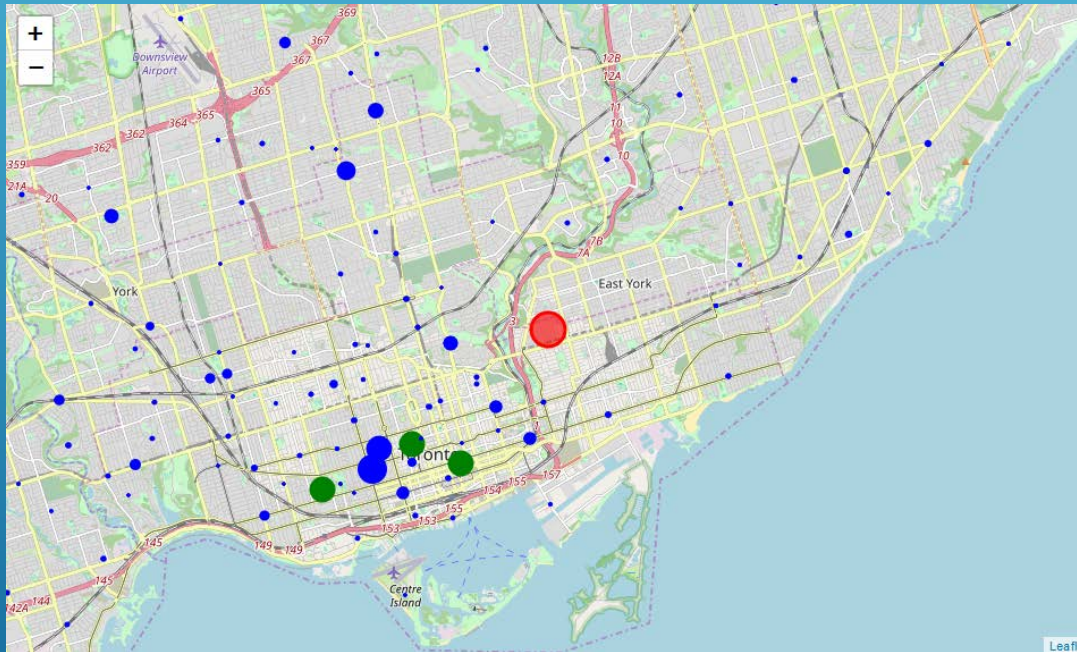
→ 1002, Logan Avenue, Greektown, **East York**, Toronto—Danforth, Old Toronto, Toronto, Golden Horseshoe, Ontario, M4K 1P3, Canada

→ The centroid of the 4 existing 4 restaurants is in the neighborhood East-York



# IN WHICH CLASS (LOWER OR UPPER) SHOULD THE NEW RESTAURANT BE?

The restaurant class shall be decided based on the average income of the chosen target neighborhood compared to the other neighborhoods



\*Blue bubbles: average income of each neighborhood. Bubble size corresponds to scaled average income

\*Red bubble: target neighborhood (East York) of the new restaurant  
→ 1002, Logan Avenue, Greektown, **East York**, Toronto—Danforth, Old Toronto, Toronto, Golden Horseshoe, Ontario, M4K 1P3, Canada

Green bubbles: place of the existing 4 Korean restaurants

→ The restaurant should be rather in the lower class due to the average income of East York and surrounding seem to be rather low.

\*Average income obtained from wikipedia based on Census by data scraping with Python and pandas library. For scaling the average income to 0 to 1 library scikit learn used. Geo data (lat, lng) for each neighborhood obtained from library Geopy. For visualization library Folium used

# CONCLUSION

This report shall only give an idea how such a decision process by means of data analysis could look like. The considered parameters are by far not enough for a thorough evaluation and final decision.

Here are few more parameters recommended to take into account to the decision process. These will be reported to the clients.

Such as...

- looking to different database for number of Korean restaurants in addition to Foursquare. The 4 in Foursquare seem to be too less taking into account the population. In google and Tripadvisor are plenty of more Korean restaurants listed.
- for decision of the suitable neighborhood not only the centroid but also other facts to be considered e.g. rental costs, vacant space for restaurant, public transportation and further
- eating habits and preferences of Koreans and others, but also a comparison of spent budget for eating outside between NYC and Toronto etc.
- not only the average income of the neighborhoods to be considered for restaurant class but also that of the Koreans because they are the declared target group and for sure further facts such as the restaurant classes in the surrounding area and that of the existing Korean restaurants in the city.

It is obvious not every needed information are freely available in the internet. It will be told to the clients that e.g. a dedicated survey has to be made in order to obtain the information required for the entire decision process.