



CITY OF TORONTO VS. NEW YORK CITY

NEW RESTAURANT LOCATION RESEARCH

Business Intelligence Report

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For informational purposes, information contained within is to display the Author's Data Science talent, not to be used in decision making.

INTERNAL METRICS

City of Toronto

Population estimates, 2018	2,956,024
High school graduate or higher	searching...
Median Household Income, 2016	CA\$ \$65,829
Persons in poverty	<1%
Average price All Home Types, 2015	CA\$ \$835,422
Percent of households with broadband internet subscription	searching...

Source: City of Toronto url: toronto.ca



"Toronto. A wider view." by Bernard Spragg is marked with CC0 1.0

New York City

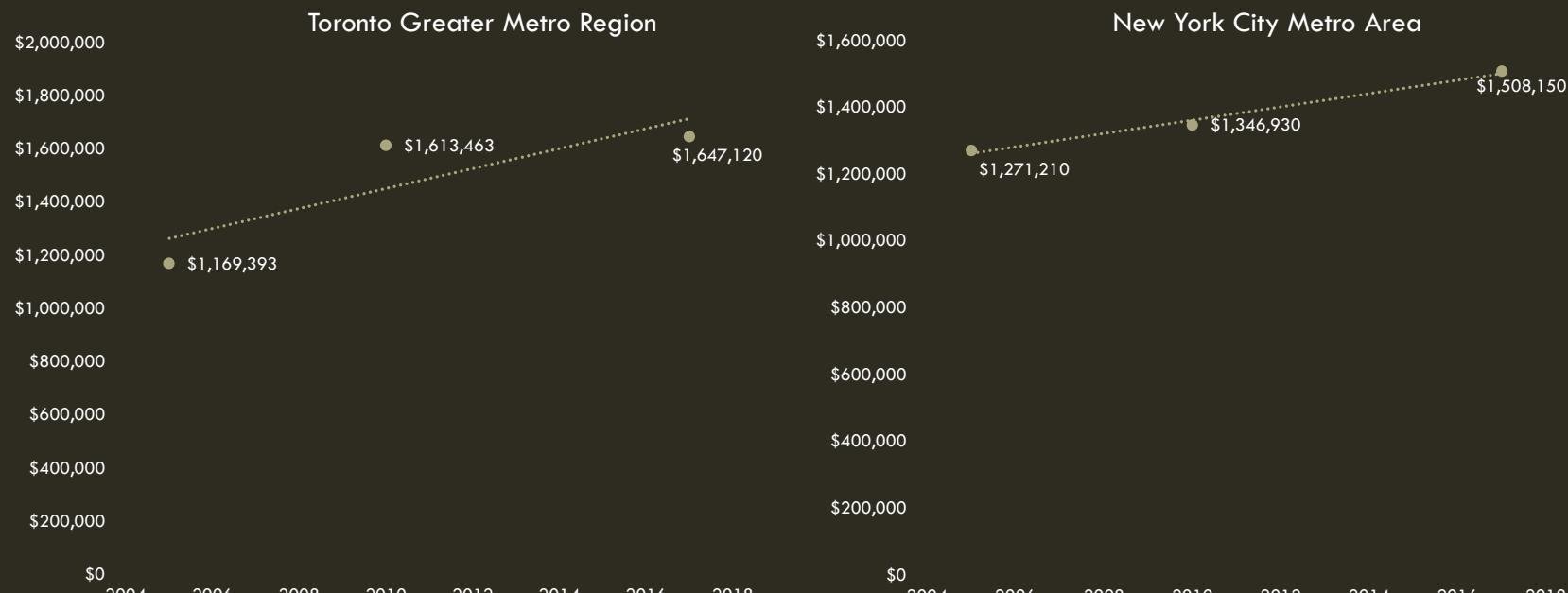
Population estimates, 2019	8,336,817
High school graduate or higher	81.6%
Median Household Income	US\$ \$60,762
Persons in poverty	18.9%
Median Housing Value	US\$ \$570,500
Percent of households with broadband internet subscription	79.4%

Source: Census Bureau; url: census.gov



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BOTH CITIES WERE EXPERIENCING HEALTHY GDP GROWTH PRE-PANDEMIC
GDP: GROSS DOMESTIC PRODUCT (US\$ IN MILLIONS); CREATED IN EXCEL WORKBOOK



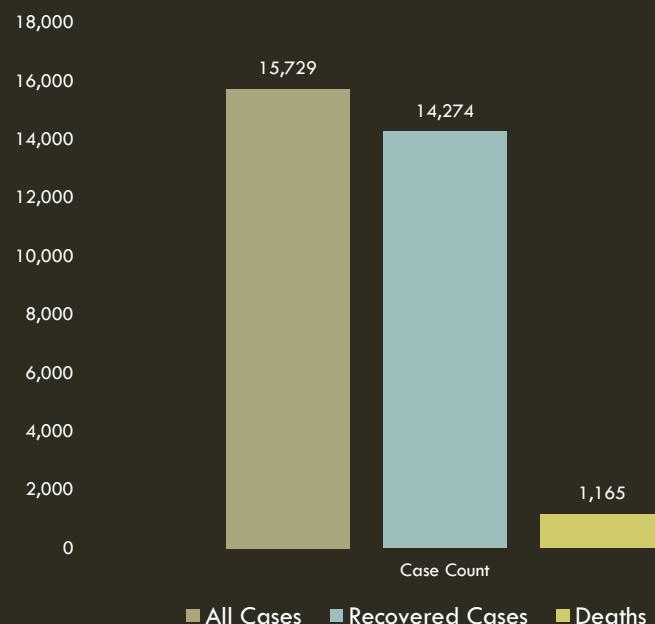
Source: United Nations; url: data.un.org

Source: U.S. Bureau of Economic Analysis; url: bea.gov

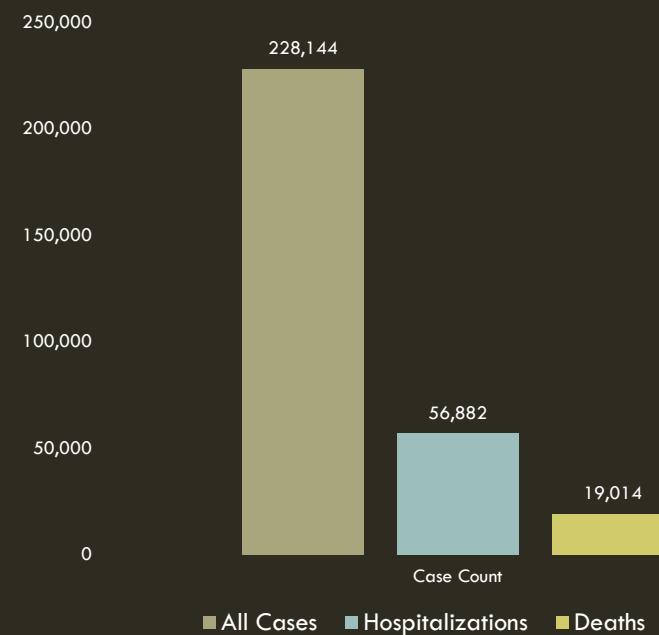
COVID-19 PANDEMIC TOLL ON BOTH CITIES

ALL REPORTED CASES WITH RECORDED DEATH OR HOSPITALIZATION/RECOVERY DATA; CREATED IN EXCEL WORKBOOK

City of Toronto



New York City

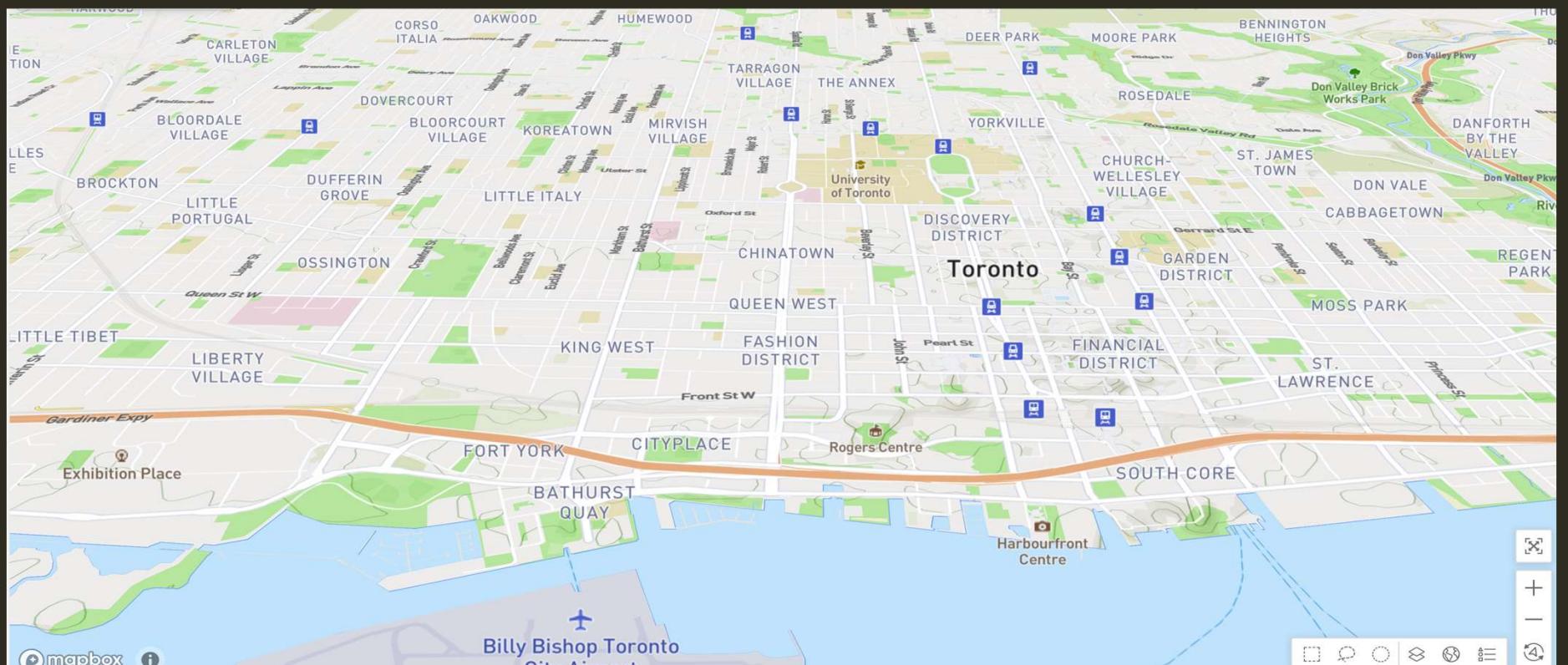


Source: City of Toronto; url: toronto.ca; data as of 8/20/2020

Source: New York City; url: nyc.gov; data as of 8/22/2020 1pm EST

NEW RESTAURANT LOCATION RESEARCH FOR THE CITY OF TORONTO

CITY OF TORONTO – VISUAL DIMENSATIONS



Source: mapbox.com; created using MicroStrategy Desktop

TOP 10 MOST COMMON VENUES AROUND DOWNTOWN TORONTO

SINGLE API DATA SOURCE: FOURSQUARE.COM USER ENGAGEMENT METRICS; CREATED USING PYTHON NOTEBOOK

CITY OF TORONTO – NEIGHBORHOODS IN DOWNTOWN TORONTO DISTRICT

	Neighbourhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
1	CN Tower, King and Spadina, Railway Lands, Har...	Airport Lounge	Airport Service	Airport Terminal	Harbor / Marina	Sculpture Garden	Airport Food Court	Airport Gate	Bar	Boat or Ferry	Coffee Shop
2	Central Bay Street	Coffee Shop	Sandwich Place	Café	Italian Restaurant	Japanese Restaurant	Salad Place	Burger Joint	Bubble Tea Shop	Poke Place	Portuguese Restaurant
3	Christie	Grocery Store	Café	Park	Coffee Shop	Diner	Nightclub	Restaurant	Baby Store	Candy Store	Italian Restaurant
4	Church and Wellesley	Coffee Shop	Japanese Restaurant	Gay Bar	Sushi Restaurant	Restaurant	Pub	Bubble Tea Shop	Smoke Shop	Café	Men's Store
5	Commerce Court, Victoria Hotel	Coffee Shop	Café	Restaurant	Hotel	Gym	American Restaurant	Japanese Restaurant	Gastropub	Seafood Restaurant	Italian Restaurant
6	First Canadian Place, Underground city	Coffee Shop	Café	Hotel	Gym	Restaurant	Japanese Restaurant	Seafood Restaurant	Gastropub	American Restaurant	Asian Restaurant
7	Garden District, Ryerson	Coffee Shop	Clothing Store	Café	Cosmetics Shop	Bubble Tea Shop	Japanese Restaurant	Pizza Place	Bookstore	Middle Eastern Restaurant	Lingerie Store
8	Harbourfront East, Union Station, Toronto Islands	Coffee Shop	Aquarium	Café	Hotel	Restaurant	Brewery	Fried Chicken Joint	Scenic Lookout	Pizza Place	Italian Restaurant
9	Kensington Market, Chinatown, Grange Park	Café	Coffee Shop	Vegetarian / Vegan Restaurant	Bar	Mexican Restaurant	Dessert Shop	Vietnamese Restaurant	Gaming Cafe	Park	Pizza Place
10	Queen's Park, Ontario Provincial Government	Coffee Shop	College Cafeteria	Yoga Studio	Smoothie Shop	Sandwich Place	Café	Portuguese Restaurant	Chinese Restaurant	Persian Restaurant	College Auditorium
11	Regent Park, Harbourfront	Coffee Shop	Park	Pub	Bakery	Café	Breakfast Spot	Theater	Cosmetics Shop	Shoe Store	Restaurant
12	Richmond, Adelaide, King	Coffee Shop	Café	Clothing Store	Gym	Restaurant	Hotel	Bar	Thai Restaurant	Bookstore	Salad Place
13	Rosedale	Park	Playground	Trail	Dance Studio	Donut Shop	Doner Restaurant	Dog Run	Distribution Center	Discount Store	Diner
14	St. James Town	Coffee Shop	Café	Cocktail Bar	American Restaurant	Clothing Store	Restaurant	Moroccan Restaurant	Cosmetics Shop	Lingerie Store	Beer Bar
15	St. James Town, Cabbagetown	Coffee Shop	Restaurant	Pizza Place	Café	Chinese Restaurant	Pub	Bakery	Convenience Store	Park	Pet Store
16	Stn A PO Boxes	Coffee Shop	Pub	Café	Japanese Restaurant	Restaurant	Italian Restaurant	Beer Bar	Seafood Restaurant	Hotel	Creperie
17	Toronto Dominion Centre, Design Exchange	Coffee Shop	Hotel	Café	Restaurant	Italian Restaurant	Salad Place	Gastropub	American Restaurant	Japanese Restaurant	Seafood Restaurant
18	University of Toronto, Harbord	Café	Bookstore	Restaurant	Bar	Japanese Restaurant	Sandwich Place	Bakery	Italian Restaurant	Beer Bar	Beer Store

TOP 10 DOWNTOWN TORONTO NEIGHBOURHOODS WITH THE MOST FOOD-RELATED FOOT TRAFFIC

SINGLE API DATA SOURCE: FOURSQUARE.COM USER ENGAGEMENT METRICS; CREATED USING PYTHON NOTEBOOK

10 of the Top 10 most common venues are food-related

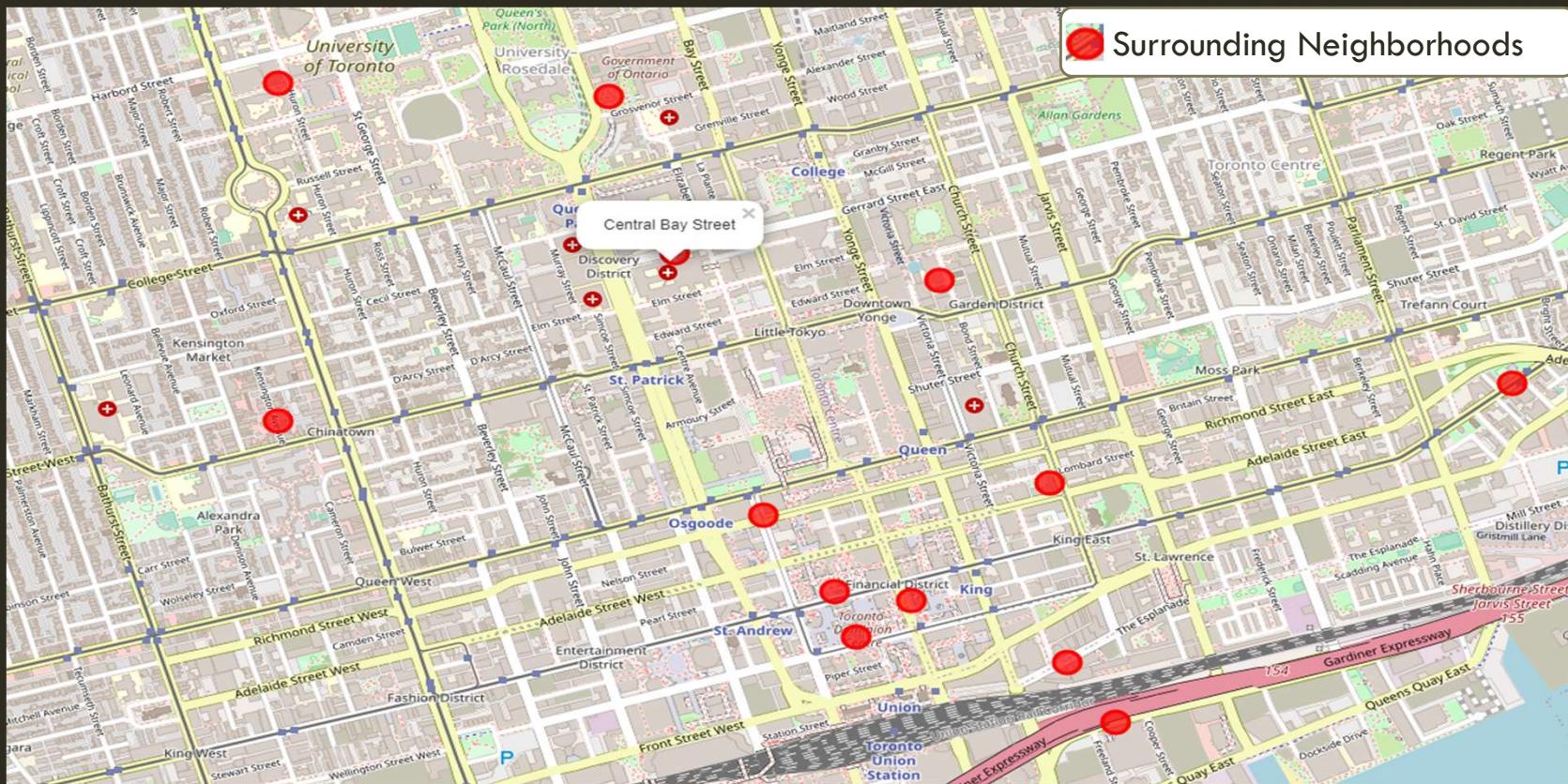
Neighbourhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
2 Central Bay Street	Coffee Shop	Sandwich Place		Café	Italian Restaurant	Japanese Restaurant	Salad Place	Burger Joint	Bubble Tea Shop	Poke Place Portuguese Restaurant

Other Downtown Toronto Neighbourhoods where most of the Top 10 most common venues are food-related

	Neighbourhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
3	Christie	Grocery Store		Café	Park	Coffee Shop	Diner	Nightclub	Restaurant	Baby Store	Candy Store Italian Restaurant
4	Church and Wellesley	Coffee Shop	Japanese Restaurant		Gay Bar	Sushi Restaurant	Restaurant	Pub	Bubble Tea Shop	Smoke Shop	Café Men's Store
5	Commerce Court, Victoria Hotel	Coffee Shop		Café	Restaurant	Hotel	Gym	American Restaurant	Japanese Restaurant	Gastropub	Seafood Restaurant Italian Restaurant
6	First Canadian Place, Underground city	Coffee Shop		Café	Hotel	Gym	Restaurant	Japanese Restaurant	Seafood Restaurant	Gastropub	American Restaurant Asian Restaurant
9	Kensington Market, Chinatown, Grange Park		Café	Coffee Shop	Vegetarian / Vegan Restaurant	Bar	Mexican Restaurant	Dessert Shop	Vietnamese Restaurant	Gaming Cafe	Park Pizza Place
11	Regent Park, Harbourfront	Coffee Shop		Park	Pub	Bakery	Café	Breakfast Spot	Theater	Cosmetics Shop	Shoe Store Restaurant
14	St. James Town	Coffee Shop		Café	Cocktail Bar	American Restaurant	Clothing Store	Restaurant	Moroccan Restaurant	Cosmetics Shop	Lingerie Store Beer Bar
15	St. James Town, Cabbagetown	Coffee Shop		Restaurant	Pizza Place	Café	Chinese Restaurant	Pub	Bakery	Convenience Store	Park Pet Store
16	Stn A PO Boxes	Coffee Shop		Pub	Café	Japanese Restaurant	Restaurant	Italian Restaurant	Beer Bar	Seafood Restaurant	Hotel Creperie

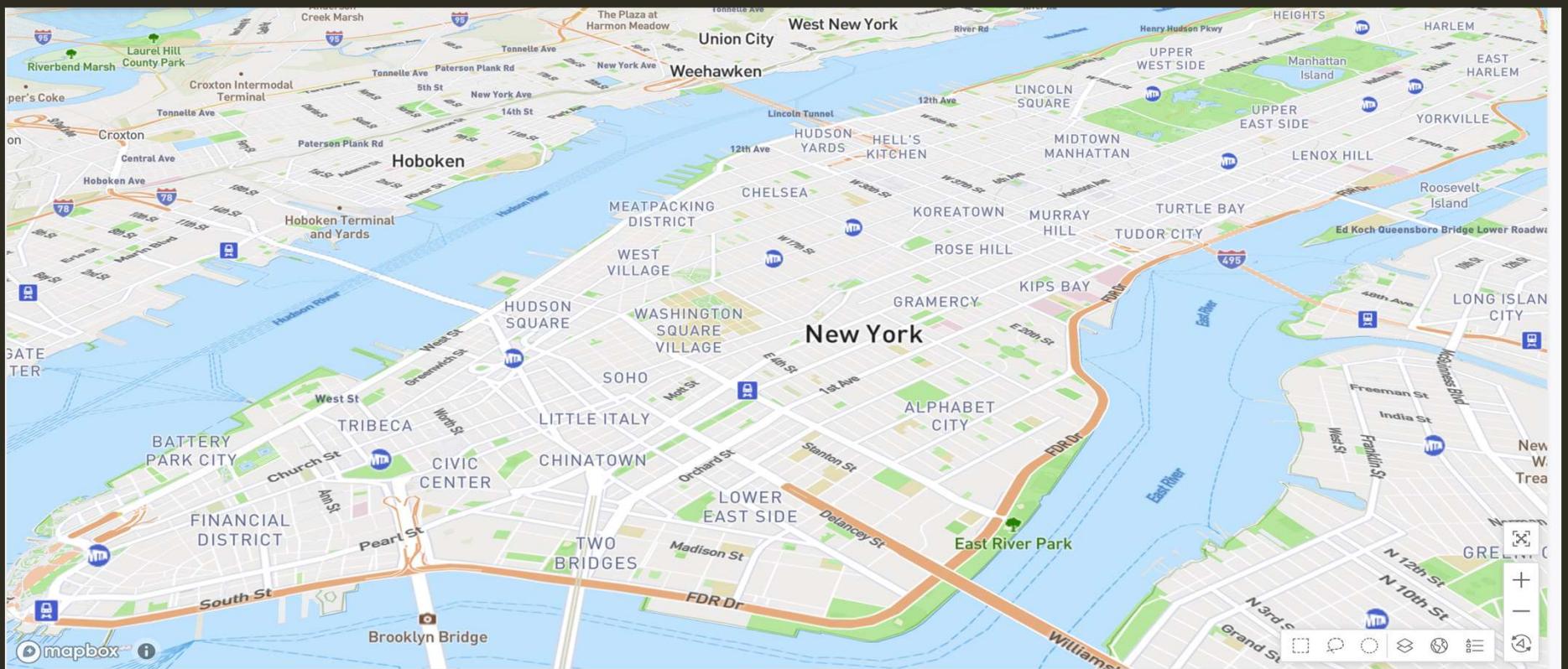
CENTRAL BAY STREET, CITY OF TORONTO – VISUAL DIMENSIONS

SOURCE: LEAFLETJS.COM; CREATED USING FOLIUM IN PYTHON NOTEBOOK



NEW RESTAURANT LOCATION RESEARCH FOR NEW YORK CITY

NEW YORK CITY - VISUAL DIMENSIONS



Source: mapbox.com; created using MicroStrategy Desktop

TOP 10 MOST COMMON VENUES AROUND MANHATTAN

SINGLE API DATA SOURCE: FOURSQUARE.COM USER ENGAGEMENT METRICS; CREATED USING PYTHON NOTEBOOK

NEW YORK CITY – NEIGHBORHOODS IN THE MANHATTAN BOROUGH

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Battery Park City	Park	Hotel	Gym	Coffee Shop	Memorial Site	BBQ Joint	Food Court	Playground	Sandwich Place	Plaza
1	Carnegie Hill	Coffee Shop	Café	Yoga Studio	Gym / Fitness Center	Bakery	Bookstore	Cosmetics Shop	French Restaurant	Gym	Italian Restaurant
2	Central Harlem	African Restaurant	Seafood Restaurant	American Restaurant	Bar	Chinese Restaurant	Cosmetics Shop	Fried Chicken Joint	French Restaurant	Café	Gym
3	Chelsea	Coffee Shop	Art Gallery	American Restaurant	Seafood Restaurant	Bakery	Ice Cream Shop	Hotel	Italian Restaurant	Market	Bar
4	Chinatown	Chinese Restaurant	Bakery	Cocktail Bar	Dessert Shop	Vietnamese Restaurant	American Restaurant	Hotpot Restaurant	Spa	Noodle House	Optical Shop
5	Civic Center	Coffee Shop	Gym / Fitness Center	Hotel	Cocktail Bar	French Restaurant	Sushi Restaurant	Spa	Park	Yoga Studio	Bakery
6	Clinton	Theater	Gym	Gym / Fitness Center	American Restaurant	Coffee Shop	Sandwich Place	Italian Restaurant	Spa	Hotel	Cocktail Bar
7	East Harlem	Mexican Restaurant	Bakery	Thai Restaurant	Latin American Restaurant	Deli / Bodega	Sandwich Place	Dance Studio	Seafood Restaurant	Café	Liquor Store
8	East Village	Bar	Mexican Restaurant	Ice Cream Shop	Coffee Shop	Pizza Place	Cocktail Bar	Speakeasy	Vegetarian / Vegan Restaurant	Italian Restaurant	Korean Restaurant
9	Financial District	Coffee Shop	Pizza Place	Cocktail Bar	Sandwich Place	Italian Restaurant	Café	Gym / Fitness Center	Bar	Steakhouse	Salad Place
10	Flatiron	New American Restaurant	Italian Restaurant	Japanese Restaurant	Furniture / Home Store	Mexican Restaurant	Mediterranean Restaurant	Gym / Fitness Center	Gym	American Restaurant	Sporting Goods Shop
11	Gramercy	Bar	Italian Restaurant	American Restaurant	Coffee Shop	Pizza Place	Mexican Restaurant	Cocktail Bar	Ice Cream Shop	Grocery Store	Playground
12	Greenwich Village	Italian Restaurant	Sushi Restaurant	Clothing Store	Café	Gym	Dessert Shop	Indian Restaurant	Chinese Restaurant	Caribbean Restaurant	Gourmet Shop
13	Hamilton Heights	Pizza Place	Coffee Shop	Café	Mexican Restaurant	Deli / Bodega	Yoga Studio	Indian Restaurant	Sushi Restaurant	Park	Latin American Restaurant
14	Hudson Yards	Hotel	American Restaurant	Gym / Fitness Center	Italian Restaurant	Coffee Shop	Nightclub	Restaurant	Park	Dog Run	Gym
15	Inwood	Mexican Restaurant	Restaurant	Café	Lounge	Spanish Restaurant	Bakery	Pizza Place	Park	Chinese Restaurant	Caribbean Restaurant
16	Lenox Hill	Italian Restaurant	Coffee Shop	Sushi Restaurant	Pizza Place	Café	Cocktail Bar	Burger Joint	Gym	Gym / Fitness Center	Playground
17	Lincoln Square	Plaza	Concert Hall	Performing Arts Venue	Theater	Café	Italian Restaurant	Bakery	French Restaurant	Indie Movie Theater	Wine Shop
18	Little Italy	Bakery	Café	Italian Restaurant	Coffee Shop	Pizza Place	Ice Cream Shop	Cocktail Bar	Mediterranean Restaurant	Chinese Restaurant	Bubble Tea Shop
19	Lower East Side	Chinese Restaurant	Ramen Restaurant	Pizza Place	Art Gallery	Grocery Store	Bakery	Café	Cocktail Bar	Coffee Shop	Yoga Studio
20	Manhattan Valley	Coffee Shop	Pizza Place	Playground	Mexican Restaurant	Bar	Thai Restaurant	Indian Restaurant	Hawaiian Restaurant	Health Food Store	Hostel

TOP 10 MOST COMMON VENUES AROUND MANHATTAN

SINGLE API DATA SOURCE: FOURSQUARE.COM USER ENGAGEMENT METRICS; CREATED USING PYTHON NOTEBOOK

NEW YORK CITY – NEIGHBORHOODS IN THE MANHATTAN BOROUGH

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
21	Manhattanville	Seafood Restaurant	Coffee Shop	Bar	Mexican Restaurant	Chinese Restaurant	Italian Restaurant	Park	Café	Boutique	Sushi Restaurant
22	Marble Hill	Coffee Shop	Gym	Discount Store	Sandwich Place	Yoga Studio	Pizza Place	Supplement Shop	Steakhouse	Seafood Restaurant	Department Store
23	Midtown	Coffee Shop	Hotel	Clothing Store	Bakery	Sandwich Place	Theater	Sporting Goods Shop	Bookstore	Steakhouse	Japanese Restaurant
24	Midtown South	Korean Restaurant	Hotel	Japanese Restaurant	Dessert Shop	Gym / Fitness Center	Cosmetics Shop	Gastropub	American Restaurant	Burger Joint	Café
25	Morningside Heights	Park	Bookstore	American Restaurant	Coffee Shop	Deli / Bodega	Burger Joint	Donut Shop	Paper / Office Supplies Store	Mediterranean Restaurant	Frozen Yogurt Shop
26	Murray Hill	Sandwich Place	Hotel	Coffee Shop	Mediterranean Restaurant	Japanese Restaurant	Gym / Fitness Center	Gym	Italian Restaurant	American Restaurant	Vietnamese Restaurant
27	Noho	Italian Restaurant	Hotel	Pizza Place	Sandwich Place	Cocktail Bar	Coffee Shop	French Restaurant	Grocery Store	Mexican Restaurant	Yoga Studio
28	Roosevelt Island	Park	Deli / Bodega	Scenic Lookout	Gym / Fitness Center	Gym	Dry Cleaner	Greek Restaurant	Liquor Store	Coffee Shop	Sandwich Place
29	Soho	Clothing Store	Italian Restaurant	Coffee Shop	Mediterranean Restaurant	Café	Salon / Barbershop	Bakery	Men's Store	Boutique	Vegetarian / Vegan Restaurant
30	Stuyvesant Town	Park	Boat or Ferry	Bar	Baseball Field	German Restaurant	Cocktail Bar	Harbor / Marina	Fountain	Coffee Shop	Farmers Market
31	Sutton Place	Italian Restaurant	Gym / Fitness Center	Coffee Shop	Park	Gym	Furniture / Home Store	Beer Bar	Beer Garden	Chinese Restaurant	Bar
32	Tribeca	Park	Italian Restaurant	Café	Spa	Coffee Shop	Greek Restaurant	Wine Bar	American Restaurant	Bakery	Scenic Lookout
33	Tudor City	Café	Park	Mexican Restaurant	Sushi Restaurant	Coffee Shop	Pizza Place	Deli / Bodega	Diner	Dog Run	Garden
34	Turtle Bay	Italian Restaurant	Coffee Shop	Sushi Restaurant	Café	Seafood Restaurant	Japanese Restaurant	French Restaurant	Park	Wine Bar	Deli / Bodega
35	Upper East Side	Italian Restaurant	Coffee Shop	Bakery	Exhibit	Gym / Fitness Center	Juice Bar	Spa	French Restaurant	Hotel	Yoga Studio
36	Upper West Side	Italian Restaurant	Coffee Shop	Indian Restaurant	Wine Bar	Bar	Café	Vegetarian / Vegan Restaurant	Ice Cream Shop	Thai Restaurant	Mediterranean Restaurant
37	Washington Heights	Café	Bakery	Mobile Phone Shop	Spanish Restaurant	Chinese Restaurant	Pizza Place	Deli / Bodega	Donut Shop	New American Restaurant	Latin American Restaurant
38	West Village	Italian Restaurant	New American Restaurant	American Restaurant	Cocktail Bar	Park	Wine Bar	Coffee Shop	Jazz Club	Cosmetics Shop	Theater
39	Yorkville	Italian Restaurant	Gym	Coffee Shop	Bar	Sushi Restaurant	Deli / Bodega	Mexican Restaurant	Diner	Wine Shop	Japanese Restaurant

TOP 10 MANHATTAN BOROUGH NEIGHBORHOODS WITH THE MOST FOOD-RELATED FOOT TRAFFIC

SINGLE API DATA SOURCE: FOURSQUARE.COM USER ENGAGEMENT METRICS; CREATED IN PYTHON NOTEBOOK

10 of the Top 10 most common venues are food-related

Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
36 Upper West Side	Italian Restaurant	Coffee Shop	Indian Restaurant	Café	Wine Bar	Bar	Vegetarian / Vegan Restaurant	Thai Restaurant	Seafood Restaurant	Mediterranean Restaurant

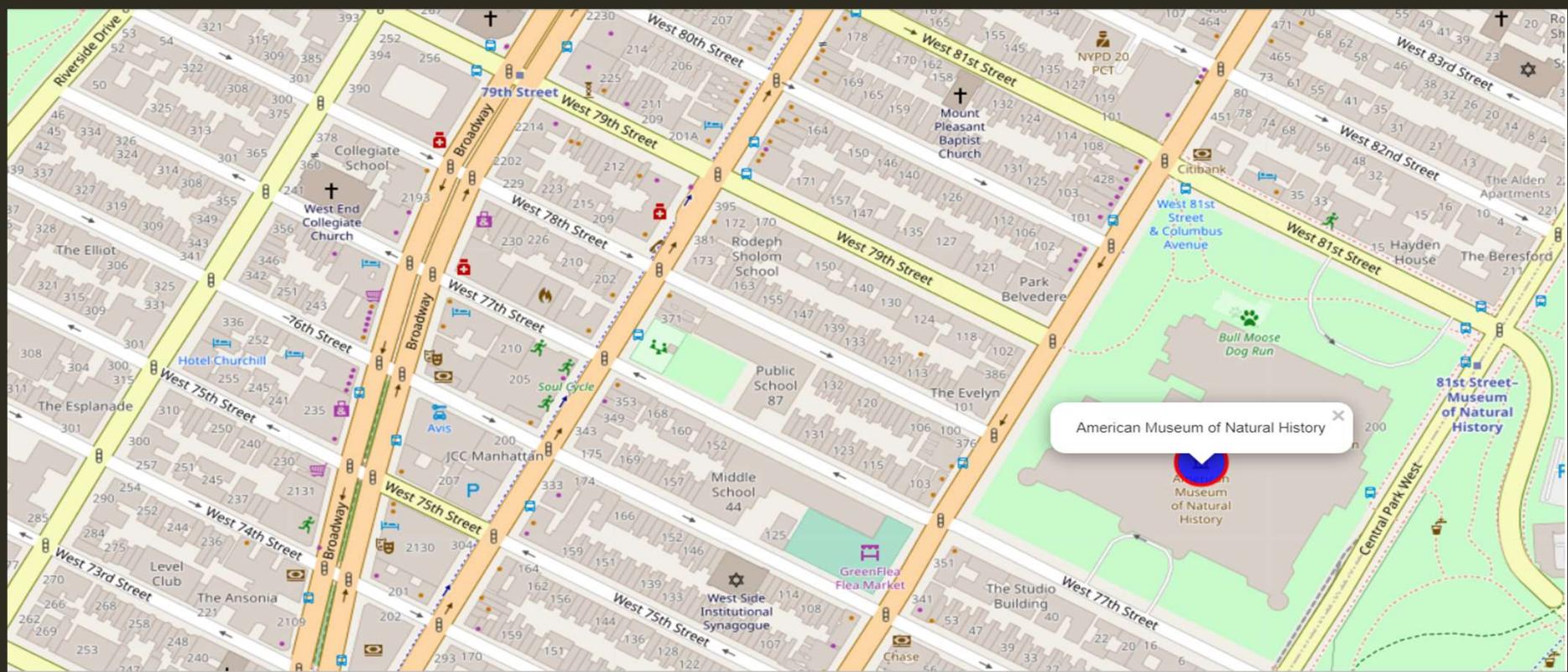
Other Manhattan Borough Neighborhoods where most of the Top 10 most common venues are food-related

Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
18 Little Italy	Café	Bakery	Coffee Shop	Italian Restaurant	Salon / Barbershop	Ice Cream Shop	Bubble Tea Shop	Mediterranean Restaurant	Pizza Place	Sandwich Place
9 Financial District	Coffee Shop	Pizza Place	Sandwich Place	Cocktail Bar	Bar	Salad Place	Italian Restaurant	Gym / Fitness Center	Steakhouse	American Restaurant
39 Yorkville	Italian Restaurant	Coffee Shop	Gym	Bar	Deli / Bodega	Sushi Restaurant	Japanese Restaurant	Diner	Wine Shop	Mexican Restaurant
11 Gramercy	Bar	Coffee Shop	Pizza Place	Italian Restaurant	American Restaurant	Cocktail Bar	Mexican Restaurant	Playground	Bagel Shop	Grocery Store
15 Inwood	Mexican Restaurant	Café	Restaurant	Lounge	Wine Bar	American Restaurant	Park	Pizza Place	Deli / Bodega	Bakery
34 Turtle Bay	Coffee Shop	Italian Restaurant	Café	Sushi Restaurant	French Restaurant	Wine Bar	Park	Seafood Restaurant	Deli / Bodega	Japanese Restaurant
21 Manhattanville	Coffee Shop	Seafood Restaurant	Bar	Mexican Restaurant	Italian Restaurant	Sushi Restaurant	Food Truck	Falafel Restaurant	Bike Trail	Boutique
2 Central Harlem	African Restaurant	Seafood Restaurant	American Restaurant	Bar	Chinese Restaurant	Cosmetics Shop	French Restaurant	Fried Chicken Joint	Café	Ethiopian Restaurant
13 Hamilton Heights	Pizza Place	Coffee Shop	Café	Mexican Restaurant	Yoga Studio	Bakery	Park	Cocktail Bar	Sandwich Place	School

UPPER WEST SIDE, NYC – VISUAL DIMENSIONS

SOURCE: LEAFLETJS.COM; CREATED USING FOLIUM IN PYTHON NOTEBOOK

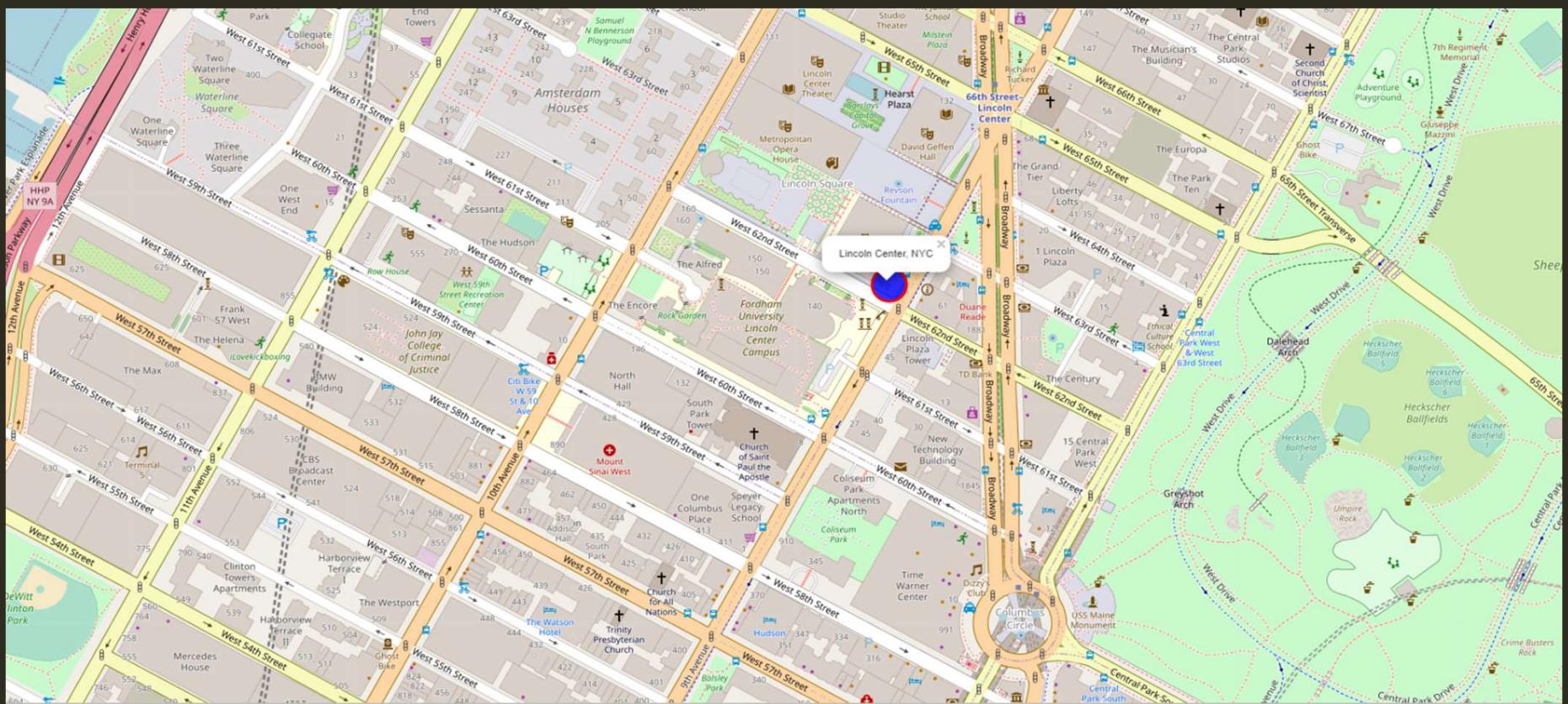
AMERICAN MUSEUM OF NATURAL HISTORY



UPPER WEST SIDE, NYC – VISUAL DIMENSIONS

SOURCE: LEAFLETJS.COM; CREATED USING FOLIUM IN PYTHON NOTEBOOK

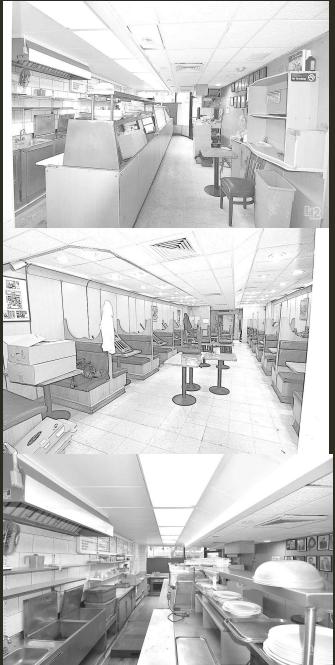
LINCOLN CENTER, NYC



AVAILABLE LOCATION FOR LEASE – UPPER WEST SIDE, NYC

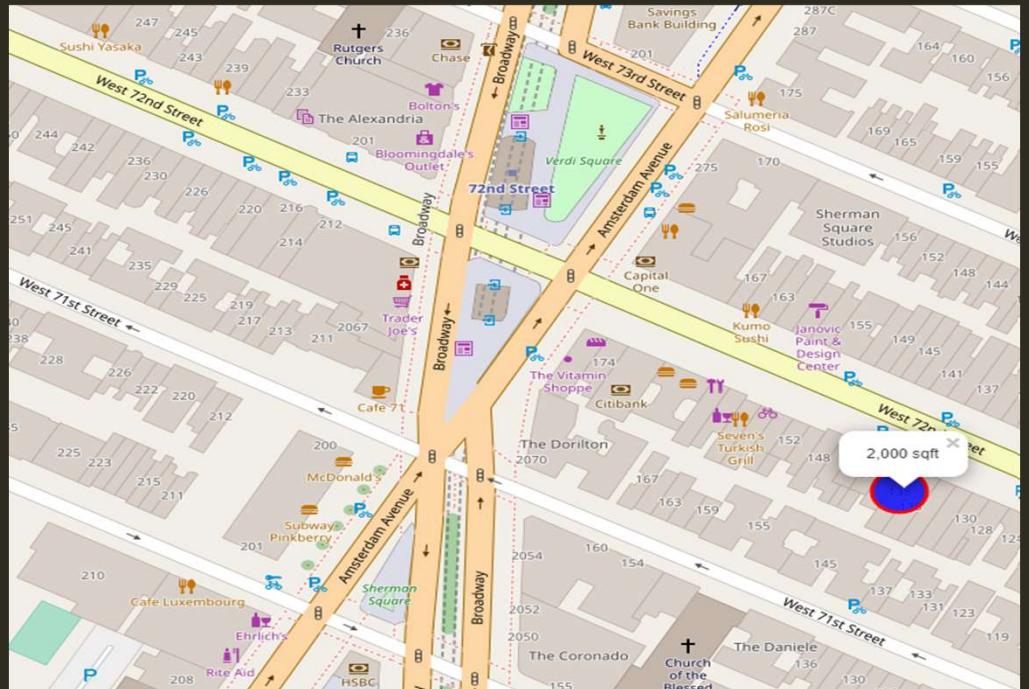
MAP SOURCE: LEAFLETJS.COM; CREATED USING FOLIUM IN PYTHON NOTEBOOK

138 W 72ND ST RESTAURANT FOR RENT (FORMER FIRE & SCHAPIRO LOCATION) - \$13,500/mo.



Google Street View

- Pictures of location featured



Listing Data Source: <https://42floors.com/us/ny/manhattan/138-w-72nd-st?listings=1787496>