

Restaurant Investment

Analysis by Robert Hosack

Which neighborhood is best for an Investor?

- Deciding where to setup a restaurant is a large financial commitment and can be very risky if not executed properly
- This analysis will help discover where a greater probability of success can be achieved

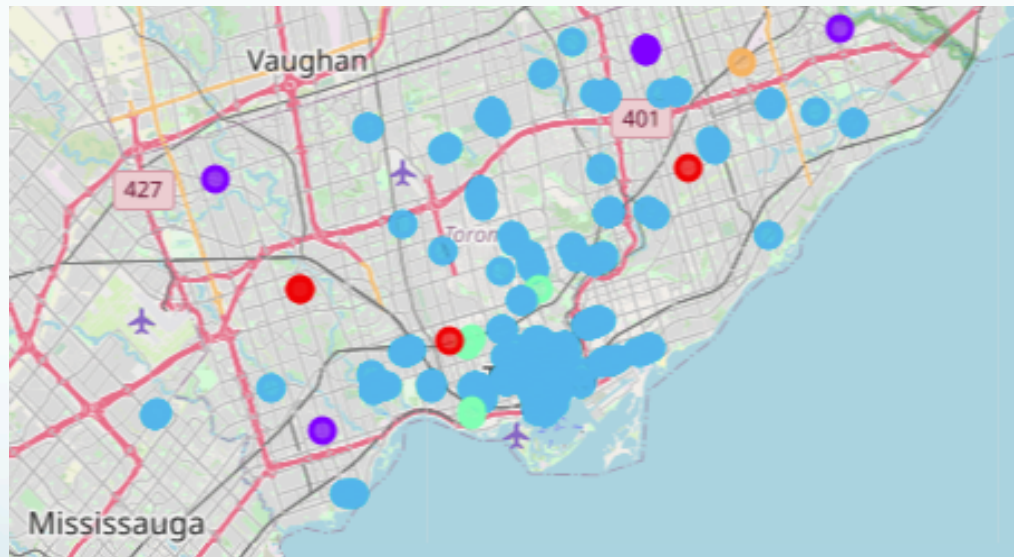
The Data

- Scraped from Wikipedia
 - https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M
- Venue information will be acquired utilizing Foursquare API



K-Means Cluster

- Restaurant Venues within Toronto utilizing the K-Means cluster analysis



Restaurant Venues per Neighborhood

- Example of the isolated restaurants

Restaurant Venues	
Neighbourhood	
Agincourt	1
Wexford, Maryvale	1
West Deane Park, Princess Gardens, Martin Grove, Islington, Cloverdale	1
South Steeles, Silverstone, Humbergate, Jamestown, Mount Olive, Beaumont Heights, Thistletown, Albion Gardens	1
Moore Park, Summerhill East	1
Mimico NW, The Queensway West, South of Bloor, Kingsway Park South West, Royal York South West	1
Malvern, Rouge	1
Hillcrest Village	1
Glencairn	1
Forest Hill North & West, Forest Hill Road Park	1
Dufferin, Dovercourt Village	1
Cliffside, Cliffcrest, Scarborough Village West	1
Lawrence Manor, Lawrence Heights	1
Woburn	1

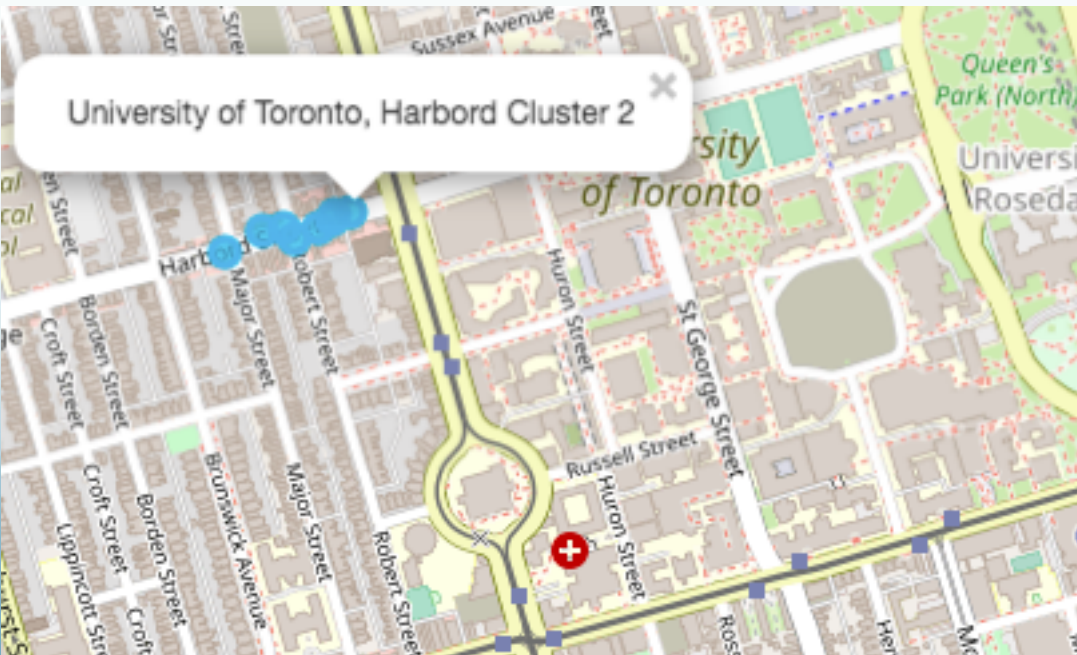
Restaurant Venues per Neighborhood cont'd

- These neighborhoods have the most competition

Restaurant Venues	
Neighbourhood	
Toronto Dominion Centre, Design Exchange	26
First Canadian Place, Underground city	28
Commerce Court, Victoria Hotel	28

Neighborhood Recommendations

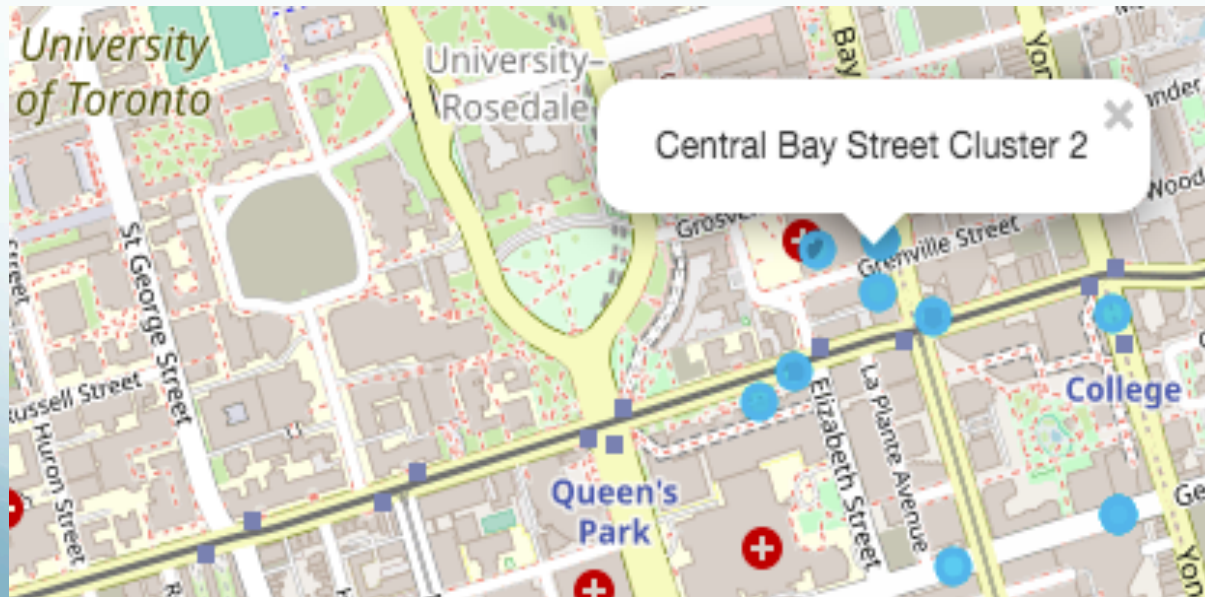
- 1: University of Toronto
 - Close proximity to the college
 - Higher priced menu items may exclude a large portion of the customers in the area.



Restaurant Venues	
Neighbourhood	
University of Toronto, Harbord	9

Neighborhood Recommendations

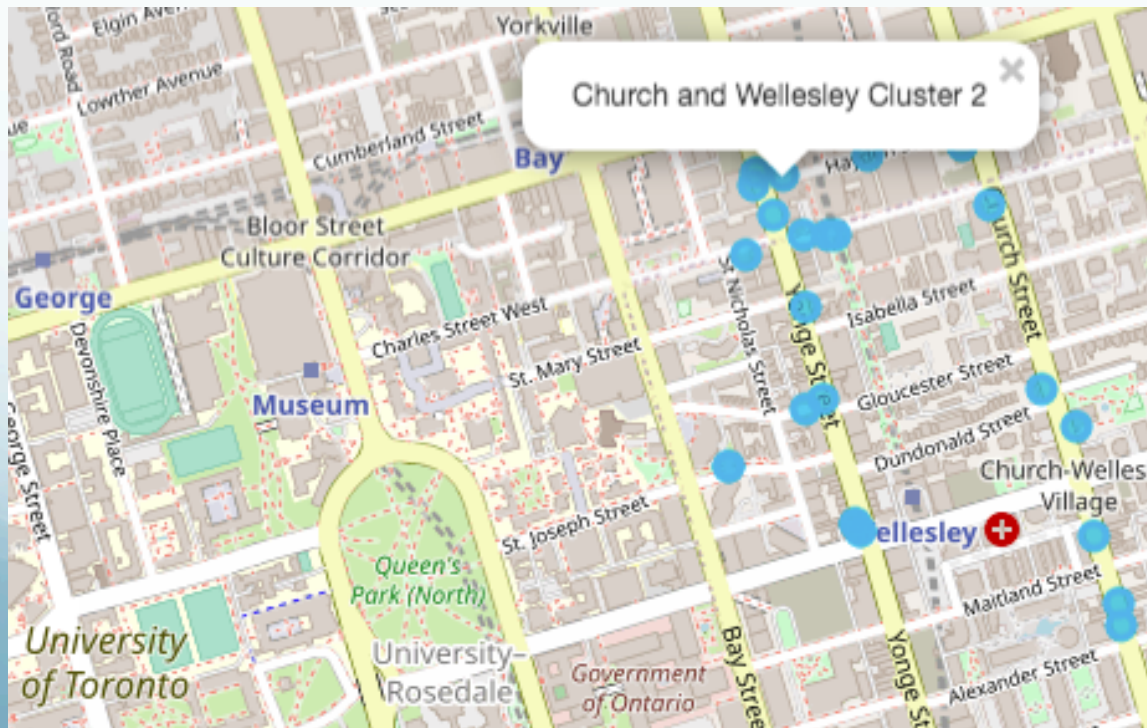
- 2: Central Bay Street
 - Walking distance to Queens Park (South) and a local hospital
 - A short drive to the University of Toronto



Restaurant Venues	
Neighbourhood	
Central Bay Street	19

Neighborhood Recommendations

- 3: Church and Wellesley
 - Walking distance to Queens Park (North)
 - More competition- however the type of restaurant would be especially important for this location



Restaurant Venues	
Neighbourhood	
Church and Wellesley	24

Conclusion

These sections of Toronto still show an opportunity to capitalize on the restaurant market share.

- University of Toronto
- Central Bay Street
- Church and Wellesley

While this analysis was not intended to select which type of restaurant to open/invest in, we do suggest additional analyses if the investor has not decided this factor yet.