

# **Opening a venue in London, Ontario, Canada**

## **Introduction**

### **Local conditions**

London is a city in southwestern Ontario, Canada, along the Quebec City–Windsor Corridor. The city had a population of 383,822 according to the 2016 Canadian census. London is at the confluence of the Thames River, approximately 200 km (120 mi) from both Toronto and Detroit; and about 230 km (140 mi) from Buffalo, New York. The city of London is a separated municipality, politically separate from Middlesex County, though it remains the county seat.

London is a regional centre of healthcare and education, being home to the University of Western Ontario (which brands itself "Western University"), Fanshawe College, and several hospitals (including a University Hospital). The city hosts a number of musical and artistic exhibits and festivals, which contribute to its tourism industry, but its economic activity is centred on education, medical research, insurance, and information technology. London's university and hospitals are among its top ten employers. London lies at the junction of Highway 401 and 402, connecting it to Toronto, Windsor and Sarnia. It also has an international airport and train and bus stations.

### **Cost of living**

The city's cost of living is low compared to other southern Ontario cities. According to the London St. Thomas Association of Realtors, the average price of a home in the London and St. Thomas area in 2016 is \$274,383, which is substantially lower than the national average of \$467,082. It is also well below the average home prices of nearby cities including Toronto (\$736,670), Hamilton (\$510,204), and Kitchener-Waterloo (\$364,290). The 2015 average rental rate for a one-bedroom apartment is \$781.

## **Problem statement**

Given the fact that London, Ontario has a relatively small population (383,822 according to the 2016 Canadian census), what kind of potential does the city have to set-up a lucrative enterprise? Where is it the most suitable place to establish a new business?

Where would be the cheapest but still popular place to open this business without being overwhelmed by the competitors? The general rule is that the farther we are from the city centre, the less expensive the places are and the less overwhelming the competition is. Moreover, we can differentiate between two types of businesses.

## Data

In order to answer the above questions, data on London, Ontario districts to include boundaries, latitude, longitude as well as venue specifics are required.

The data will be acquired:

- Wikipedia [https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada:\\_M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
- <http://cocl.us>
- FourSquare API via the Request library in Python

## Methodology

### 1. General data collection about the location London, Ontario

- The data will be collected from Wikipedia  
[https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada:\\_M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
- The data will be cleaned and processed into a dataframe
- The geodata will be collected from <https://cocl.us>
- The data will be cleaned and processed into a dataframe.

### 2. Data collection about the restaurants in 3 different areas (districts)

- FourSquare will be used to locate all venues. The specifics of the different venues are added to the dataframe.
- Finally, the data will be visually assessed using graphing from Python libraries.

### 3. Choosing the optimal area (district) to open the venue

- Data will be sorted based on rankings and location specifics.

## 1. General data collection about the location London, Ontario

After obtaining the postal codes with the locations of Canada from Wikipedia ([https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada:\\_M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M) ) I arranged the data into a table.

	PostalCode	Borough	Neighborhood
0	M1A\n	Not assigned\n	Not assigned
1	M1B\n	Scarborough\n	Malvern, Rouge
2	M1C\n	Scarborough\n	Rouge Hill, Port Union, Highland Creek
3	M1E\n	Scarborough\n	Guildwood, Morningside, West Hill
4	M1G\n	Scarborough\n	Woburn
5	M1H\n	Scarborough\n	Cedarbrae
6	M1J\n	Scarborough\n	Scarborough Village
7	M1K\n	Scarborough\n	Kennedy Park, Ionview, East Birchmount Park
8	M1L\n	Scarborough\n	Golden Mile, Clairlea, Oakridge
9	M1M\n	Scarborough\n	Cliffside, Cliffcrest, Scarborough Village West

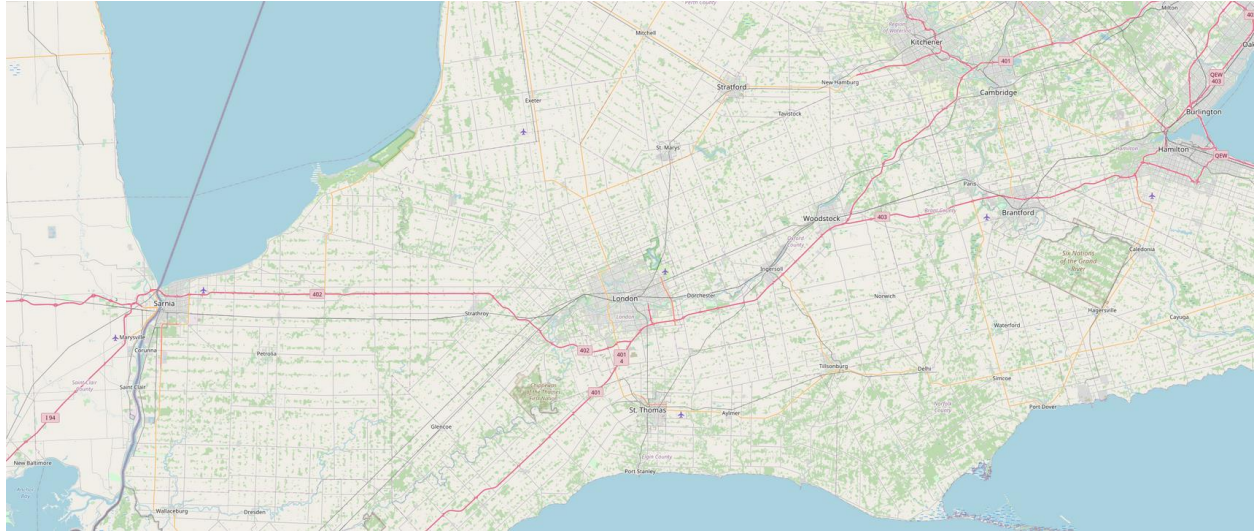
The next step was to populate the geodata from [http://cocl.us/Geospatial\\_data](http://cocl.us/Geospatial_data) and arrange it into a table.

	PostalCode	Borough	Neighborhood	Latitude	Longitude
0	M1A\n	Not assigned\n	Not assigned	NaN	NaN
1	M1B\n	Scarborough\n	Malvern, Rouge	NaN	NaN
2	M1C\n	Scarborough\n	Rouge Hill, Port Union, Highland Creek	NaN	NaN
3	M1E\n	Scarborough\n	Guildwood, Morningside, West Hill	NaN	NaN
4	M1G\n	Scarborough\n	Woburn	NaN	NaN
5	M1H\n	Scarborough\n	Cedarbrae	NaN	NaN
6	M1J\n	Scarborough\n	Scarborough Village	NaN	NaN
7	M1K\n	Scarborough\n	Kennedy Park, Ionview, East Birchmount Park	NaN	NaN
8	M1L\n	Scarborough\n	Golden Mile, Clairlea, Oakridge	NaN	NaN
9	M1M\n	Scarborough\n	Cliffside, Cliffcrest, Scarborough Village West	NaN	NaN

After this step I requested the coordinates (latitude and longitude) of the city 'London' based in Ontario.

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The geographical coordinate of London is 42.9836747, -81.2496068.
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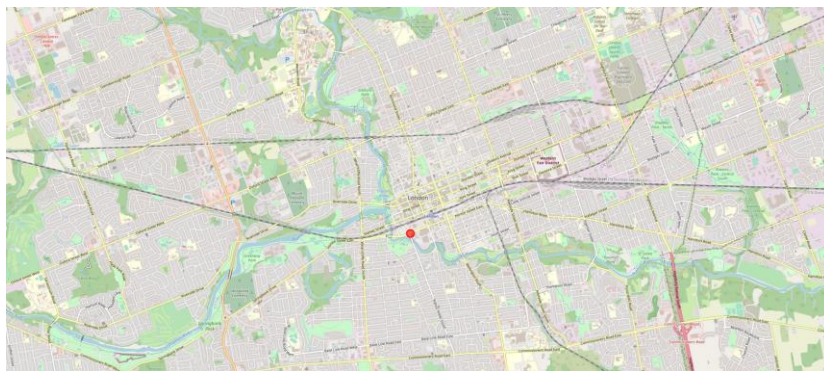
After downloading the library Folium to Jupyter Notebook, it was possible to find the city 'London' based in Ontario on the map:



## **2. Data collection about the restaurants in 3 different areas (districts)**

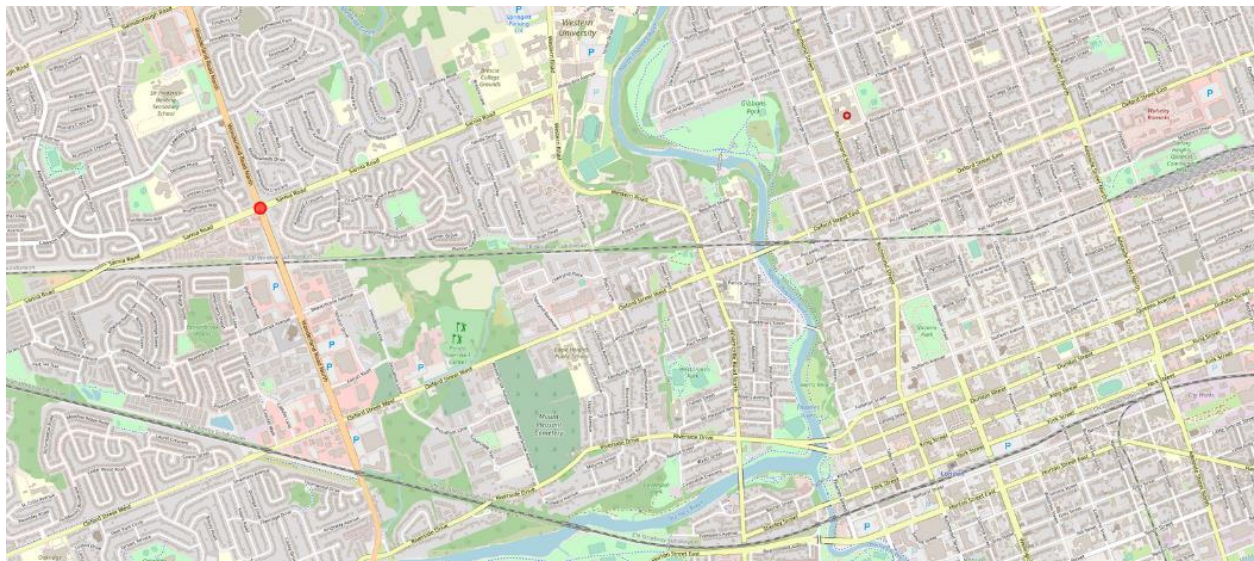
Regarding the data collection about the restaurants from three different areas (districts), I decided to collect data from the city centre of London (Downtown), from the North-Western part of the city London and finally from the South-Eastern part of the city London.

First of all, I chose one of the roads of London for analysis namely Horton Street that crosses the city centre (Downtown). I had the expectation to find several venues in Horton Street because of its central location in the city.



Secondly, I collected data about the venues from the North-Western part of London, namely from Wonderland Road. Wonderland Road is a major north-south arterial road in London, Ontario, designated as Ontario Highway 4 between Highway 401 and Sunningdale Road. Outside of the City limits, the road extends north into Middlesex

Centre as Middlesex County Road 56 and south into Southwold. It is one of the busiest roads in London, carrying over 43,000 vehicles per day between Springbank Drive and Riverside Drive as of 2013. The road is served by multiple bus routes of the London Transit Commission. The most notorious is Route 10 which travels on Wonderland between Sarnia and Southdale, which was eponymously named 10 Wonderland for decades until September 2016. Other routes that serve portions of Wonderland include Routes 9, 11, 12, 15, 19, 20, 23, 28, 29, 31, and 33.



Due to its prominent location and role in transportation it could be reasonable expectation to find almost as many venues as in the city centre of London (Downtown) in our case, in the radius of Horton Street.

Finally, I collected data about the venues from the South-Eastern part of London, namely from Commissioners Road. I was especially interested in the environment of Victoria Hospital (address: 800 Commissioners Road, London, Ontario, Canada). Victoria Hospital is a large teaching hospital affiliated with the University of Western Ontario. Along with University Hospital it is part of London Health Sciences Centre, which itself is the Lead Trauma Hospital of the Southwestern Local Health Integration Network.





Due to the fact that I was interested in the business opportunities in a small city like London, Ontario I used exploratory analysis about the number of restaurants in a given district. For this, I used Foursquare API to be able to identify the exact location of a venue in a radius of 1500. Based on Foursquare API and its retrieved data I could see not only the number of venues, but type of a specific venue, its exact address and ID. Based on the ID I could also search for the look, other specifics and the ratings of the venues on Google. From the number and type of restaurants it could be decided where it would be the cheapest but still popular place to open a Hungarian restaurant without being overwhelmed by the competitors. The general rule is that the farther we are from the city centre, the less expensive the places are and the less overwhelming the competition is.

## Results

Firstly, I retrieved the results for the location Horton Street (found in the city centre). Based on the retrieved data there are 28 venues in the radius of 1500. Most of the venues belong to the category restaurant. Most of the restaurants offer Asian food (at least 6 by the name "Thai", "Chinese", "Japanese", "Sushi"), while some of them offer Italian food (at least 3 by the name of "Italian"). The exact type of the other restaurants offers either Middle Eastern, Eastern European, African, Mediterranean, French, American, etc. food or the cuisine is not even specified by the Category.

	name	categories	address	crossStreet	lat	lng	labeledLatLngs	distance	postalCode	cc	city	state	country	formattedAddress	id	
0	Thalson Restaurant	Thai Restaurant	120 Dundas St.	near Talbot St.	42.983311	-81.251357	[[{"label": "display", "lat": 42.983311, "lng": -81.251357, "text": "Thalson Restaurant"}]]	814	N6A 1G3	CA	London	ON	Canada	[120 Dundas St. (near Talbot St.), London ON N6A 1G3, Canada]	4b97329f9564e2020a3463	
1	Westside Family Restaurant	Breakfast Spot	107 Mount Pleasant Ave	Whamcliffe Rd. N.	42.984838	-81.253279	[[{"label": "display", "lat": 42.984838, "lng": -81.253279, "text": "Westside Family Restaurant"}]]	1245	N6H 1E1	CA	London	ON	Canada	[107 Mount Pleasant Ave (Whamcliffe Rd. N.), London ON N6H 1E1, Canada]	4b15320a705620a1e222a986	
2	Tahnia Restaurant	Middle Eastern Restaurant	11-551 Richmond St.	at Albert St.	42.988000	-81.250732	[[{"label": "display", "lat": 42.988000, "lng": -81.250732, "text": "Tahnia Restaurant"}]]	1204	N6A 3E9	CA	London	ON	Canada	[11-551 Richmond St. (at Albert St.), London ON N6A 3E9, Canada]	4b810e40f994e201a232a63	
3	Symposium Cafe Restaurant & Lounge	Restaurant	620 Richmond St.	at Central Ave.	42.990955	-81.250628	[[{"label": "display", "lat": 42.990955, "lng": -81.250628, "text": "Symposium Cafe Restaurant & Lounge"}]]	1432	N6J 5A9	CA	London	ON	Canada	[620 Richmond St. (at Central Ave.), London ON N6J 5A9, Canada]	4b5e3a5f49f4e20a20a2c263	
4	Tanaka Japanese Restaurant	Sushi Restaurant	130 King St.	at Talbot St.	42.982631	-81.250054	[[{"label": "display", "lat": 42.982631, "lng": -81.250054, "text": "Tanaka Japanese Restaurant"}]]	943	N6A 1C5	CA	London	ON	Canada	[130 King St. (at Talbot St.), London ON N6A 1C5, Canada]	4a249a302483a95874355220	
5	Yao-on Restaurant	Thai Restaurant			NaN	42.979598	-81.245114	[[{"label": "display", "lat": 42.979598, "lng": -81.245114, "text": "Yao-on Restaurant"}]]	954	NaN	CA	NaN	NaN	Canada	[Canada]	4a448a52a198721af6a0f6b
6	Family Circle Restaurant	Breakfast Spot	147 Wellington St.	Grey st.	42.977113	-81.241709	[[{"label": "display", "lat": 42.977113, "lng": -81.241709, "text": "Family Circle Restaurant"}]]	793	N6B 2K7	CA	London	ON	Canada	[147 Wellington St (Grey st), London ON N6B 2K7, Canada]	4b97329f9564e2020a323197	
7	Restaurant Equipment Supply	Miscellaneous Shop	234 William St.		NaN	42.982210	-81.251096	[[{"label": "display", "lat": 42.982210, "lng": -81.251096, "text": "Restaurant Equipment Supply"}]]	1760	NaN	CA	NaN	NaN	Canada	[234 William St, Canada]	4a6c322891f101a1c0a9a0b9
8	Five Fortune Culture restaurant	Chinese Restaurant	368 Richmond St.	King St.	42.982730	-81.248894	[[{"label": "display", "lat": 42.982730, "lng": -81.248894, "text": "Five Fortune Culture restaurant"}]]	987	NaN	CA	London	ON	Canada	[368 Richmond St (King St), London ON, Canada]	8324e49a569469a39a33014	
9	Melody Restaurant	Cheer			NaN	42.983748	-81.249494	[[{"label": "display", "lat": 42.983748, "lng": -81.249494, "text": "Melody Restaurant"}]]	981	NaN	CA	London	ON	Canada	[London ON, Canada]	4a7fe1f0b99a6c32a1fca10
10	Marinated Restaurant & Cheeser's Pub	Restaurant	122 Carling St.		NaN	42.983898	-81.251823	[[{"label": "display", "lat": 42.983898, "lng": -81.251823, "text": "Marinated Restaurant & Cheeser's Pub"}]]	980	N6A 1H6	CA	London	ON	Canada	[122 Carling St, London ON N6A 1H6, Canada]	8355a50e449a5a77f64a05
11	Walkers Restaurant	American Restaurant	223 Wellington Street		NaN	42.978441	-81.242759	[[{"label": "display", "lat": 42.978441, "lng": -81.242759, "text": "Walkers Restaurant"}]]	727	N6B	CA	London	ON	Canada	[223 Wellington Street, London ON N6B, Canada]	4b0278800399a50a6b73ad
12	Marinated Restaurant	Eastern European Restaurant	122 Carling St.	at Talbot St.	42.984052	-81.251871	[[{"label": "display", "lat": 42.984052, "lng": -81.251871, "text": "Marinated Restaurant"}]]	897	N6A 1H6	CA	London	ON	Canada	[122 Carling St. (at Talbot St.), London ON N6A 1H6, Canada]	4ba4e401f2200470a16f543c	
13	Grace Restaurant	Restaurant	215 Dundas St.	Clarence	42.984111	-81.247889	[[{"label": "display", "lat": 42.984111, "lng": -81.247889, "text": "Grace Restaurant"}]]	785	N6A 1G4	CA	London	ON	Canada	[215 Dundas St. (Clarence), London ON N6A 1G4, Canada]	5b9f1c0994a4c1000872a598	
14	Vito's Italian Restaurant	Italian Restaurant	190 Dundas Street		NaN	42.984455	-81.248482	[[{"label": "display", "lat": 42.984455, "lng": -81.248482, "text": "Vito's Italian Restaurant"}]]	779	N6A 1G7	CA	London	ON	Canada	[190 Dundas Street, London ON N6A 1G7, Canada]	83a0f1989f02a700200a4e02
15	Gio Rana's Really Really Nice restaurant	Japanese Restaurant			NaN	42.988154	-81.253495	[[{"label": "display", "lat": 42.988154, "lng": -81.253495, "text": "Gio Rana's Really Really Nice restaurant"}]]	948	NaN	CA	NaN	NaN	Canada	[Canada]	4ee2a41e4d1faf7f30a29a0a
16	Cityview restaurant	None	30 Whamcliffe Rd	Riverside Dr	42.982711	-81.253006	[[{"label": "display", "lat": 42.982711, "lng": -81.253006, "text": "Cityview restaurant"}]]	1082	NaN	CA	London	ON	Canada	[30 Whamcliffe Rd (Riverside Dr), London ON, Canada]	4b36823d8a4c3701a163b961	
17	Hong Ping Restaurant	Asian Restaurant	339 Horton St E	at Waterloo St.	42.980991	-81.238601	[[{"label": "display", "lat": 42.980991, "lng": -81.238601, "text": "Hong Ping Restaurant"}]]	894	NaN	CA	London	ON	Canada	[339 Horton St E (at Waterloo St.), London ON, Canada]	4b010722a0cf3b0a6e009421	
18	TD's Addis Ababa Restaurant	African Restaurant	485 Dundas St	at Maitland St.	42.987210	-81.237187	[[{"label": "display", "lat": 42.987210, "lng": -81.237187, "text": "TD's Addis Ababa Restaurant"}]]	1061	NaN	CA	London	ON	Canada	[485 Dundas St (at Maitland St.), London ON, Canada]	4b585d579a03f701439a30a2	
19	Bijoux Restaurant	French Restaurant	105 Erie Street		NaN	42.971207	-81.284038	[[{"label": "display", "lat": 42.971207, "lng": -81.284038, "text": "Bijoux Restaurant"}]]	1263	NaN	CA	London	ON	Canada	[105 Erie Street, London ON, Canada]	4a3e8a1f80a0f3a7a18752d4a6
20	Kamile Chinese Restaurant	Chinese Restaurant	375 Horton St.		NaN	42.981314	-81.238419	[[{"label": "display", "lat": 42.981314, "lng": -81.238419, "text": "Kamile Chinese Restaurant"}]]	1127	NaN	CA	London	ON	Canada	[375 Horton St, London ON, Canada]	4b95907f9f964e2020292ba3
21	Ristori's Restaurant	Italian Restaurant	840 Richmond St.		NaN	42.991782	-81.251214	[[{"label": "display", "lat": 42.991782, "lng": -81.251214, "text": "Ristori's Restaurant"}]]	1655	N6A 3G8	CA	London	ON	Canada	[840 Richmond St, London ON N6A 3G8, Canada]	5b9f1a4a0f1a01a1d0b051b
22	Tai Sun Restaurant	Dim Sum Restaurant	122 Wellington Rd		NaN	42.979607	-81.238603	[[{"label": "display", "lat": 42.979607, "lng": -81.238603, "text": "Tai Sun Restaurant"}]]	1467	NaN	CA	London	ON	Canada	[122 Wellington Rd, London ON, Canada]	8a37f8a8f9a4e203a05f5a63
23	Enat Ethiopian Restaurant	African Restaurant	379 Horton St.		NaN	42.987100	-81.238278	[[{"label": "display", "lat": 42.987100, "lng": -81.238278, "text": "Enat Ethiopian Restaurant"}]]	1468	NaN	CA	London	ON	Canada	[379 Horton St, London ON, Canada]	4fa850e0a40a5c70a4321a4
24	Budapest Restaurant	Eastern European Restaurant	348 Dundas Street	near Waterloo St.	42.985894	-81.244202	[[{"label": "display", "lat": 42.985894, "lng": -81.244202, "text": "Budapest Restaurant"}]]	1182	N6B 1V7	CA	London	ON	Canada	[348 Dundas Street (near Waterloo St.), London ON N6B 1V7, Canada]	83a0f1989f02a700200a4e02	
25	Iman Plaza & Restaurant	Pizza Place	275 Dundas St.		NaN	42.984932	-81.244115	[[{"label": "display", "lat": 42.984932, "lng": -81.244115, "text": "Iman Plaza & Restaurant"}]]	992	N6B 3L1	CA	London	ON	Canada	[275 Dundas St, London ON N6B 3L1, Canada]	4b4a4e01f108a3a0f3a0342a3
26	Aronia Restaurant	Mediterranean Restaurant	717 Richmond St.		NaN	42.984204	-81.252808	[[{"label": "display", "lat": 42.984204, "lng": -81.252808, "text": "Aronia Restaurant"}]]	1830	N6A 1S2	CA	London	ON	Canada	[717 Richmond St, London ON N6A 1S2, Canada]	4b48a8a2f02a70a0a100a12a63
27	Abnadi Ristorante	Italian Restaurant	119 King Street	Talbot St	42.982105	-81.250730	[[{"label": "display", "lat": 42.982105, "lng": -81.250730, "text": "Abnadi Ristorante"}]]	483	N6A 1H4	CA	London	ON	Canada	[119 King Street (Talbot St), London ON N6A 1H4, Canada]	4b5ef17133822a0a00b10b	

Secondly, I retrieved the results for the location Wonderland Road (found in the North-Western part of the city). Based on the retrieved data there are 12 venues in the radius of 1500. Most of the venues belong to the category restaurant. The composition of the restaurants is quite mixed. There are restaurants which offer Asian food (2 by the name “Chinese”), some of them offer Italian food (1 by the name of “Italian”), while others offer other delicacies from other cuisines or is not even specified by the category restaurant.

	name	categories	lat	lng	labeledLatLngs	distance	cc	country	formattedAddress	address	crossStreet	postalCode	neighborhood	city	state	id		
0	Spring Restaurant	Mediterranean Restaurant	42.972820	-81.289841	[[{"label": "display", "lat": 42.97282, "lng": -81.289841, "text": "Spring Restaurant"}]]	542	CA	Canada	[Canada]	NaN	NaN	NaN	NaN	NaN	NaN	514a0352a4a081a6950aee8b		
1	Allegro Restaurant	Syrian Restaurant	42.984337	-81.232949	[[{"label": "display", "lat": 42.984337, "lng": -81.232949, "text": "Allegro Restaurant"}]]	1574	CA	Canada	[686 Wonderland Rd N (at Oxford St), London ON N6H 4K3, Canada]	686 Wonderland Rd N	at Oxford St	N6H 4K3	West London	London	ON	5145a2a3a0f98a0f0ea950503b		
2	Riverside Family Restaurant	Breakfast Spot	42.989146	-81.200236	[[{"label": "display", "lat": 42.989146, "lng": -81.200236, "text": "Riverside Family Restaurant"}]]	865	CA	Canada	[250 Springbank Dr, London ON, Canada]	250 Springbank Dr		NaN	NaN	NaN	London	ON	4a2d5771f10c224a0c00209f	
3	London Chinese Restaurant	Dim Sum Restaurant	42.983240	-81.290996	[[{"label": "display", "lat": 42.983240, "lng": -81.290996, "text": "London Chinese Restaurant"}]]	1462	CA	Canada	[Unit 1A, 530 Oxford St West., London ON N6H 1T8, Canada]	Unit 1A, 530 Oxford St West.		NaN	N6H 1T8	NaN	NaN	London	ON	4b673a20a501024a76f417aa0
4	Shangli Chinese Restaurant	Chinese Restaurant	42.977820	-81.277820	[[{"label": "display", "lat": 42.977820, "lng": -81.277820, "text": "Shangli Chinese Restaurant"}]]	1172	CA	Canada	[Canada]	NaN	NaN	NaN	NaN	NaN	NaN	London	ON	4f4e6a0a0a40a0a3a0a3a0a3
5	The Springs Restaurant	Restaurant	42.970741	-81.277911	[[{"label": "display", "lat": 42.970741, "lng": -81.277911, "text": "The Springs Restaurant"}]]	1172	CA	Canada	[Canada]	NaN	NaN	NaN	NaN	NaN	NaN	London	ON	4eef0c10a10a10a10a10a10a
6	Papa's Pizzeria & Restaurant	Italian Restaurant	42.981899	-81.263358	[[{"label": "display", "lat": 42.981899, "lng": -81.263358, "text": "Papa's Pizzeria & Restaurant"}]]	1476	CA	Canada	[117 St. George Street (Piccadilly Street), London ON, Canada]	117 St. George Street	Piccadilly Street	NaN	NaN	NaN	London	ON	52f0510a48a0a2a4a4a4a4a4	
7	Tahran Restaurant	Middle Eastern Restaurant	42.984883	-81.289118	[[{"label": "display", "lat": 42.984883, "lng": -81.289118, "text": "Tahran Restaurant"}]]	1828	CA	Canada	[500 Oxford St. W (Proudfoot), London ON, Canada]	500 Oxford St. W	Proudfoot	NaN	NaN	NaN	London	ON	4a3116a4a0a10a10a10a10a1	
8	Modinos Restaurant & Bar	Gastropub	42.984885	-81.284219	[[{"label": "display", "lat": 42.984885, "lng": -81.284219, "text": "Modinos Restaurant & Bar"}]]	1835	CA	Canada	[686 Wonderland Rd. N, London ON N6H 4K3, Canada]	686 Wonderland Rd. N		NaN	N6H 4K3	NaN	London	ON	4b50a43a0a48a4a4a4a4a4a4	
9	Getaway Restaurant	None	42.980754	-81.285429	[[{"label": "display", "lat": 42.980754, "lng": -81.285429, "text": "Getaway Restaurant"}]]	1855	CA	Canada	[Canada]	NaN	NaN	NaN	NaN	NaN	NaN	London	ON	4a11f7910a0a0a0a0a0a0a0a
10	Golden City Chinese Restaurant	Chinese Restaurant	42.984999	-81.289302	[[{"label": "display", "lat": 42.984999, "lng": -81.289302, "text": "Golden City Chinese Restaurant"}]]	1717	CA	Canada	[Commissioners Rd W (Wonderland Rd), London ON, Canada]	Commissioners Rd W	Wonderland Rd	NaN	NaN	NaN	London	ON	4a42f8007a0a0a0a0a0a0a0a	
11	Dairy Queen	Ice Cream Shop	42.987308	-81.288210	[[{"label": "display", "lat": 42.987308, "lng": -81.288210, "text": "Dairy Queen"}]]	1963	CA	Canada	[720 Proudfoot Lane, London ON N6H 5G5, Canada]	720 Proudfoot Lane		NaN	N6H 5G5	NaN	London	ON	59149114a5a8888a4a0a20a20a	

Finally, in the South-eastern part of the city there is only one restaurant nearby which is an American restaurant with the name of Fireside Family Restaurant.

	name	categories	lat	lng	labeledLatLngs	distance	cc	country	formattedAddress	id
0	Fireside Family Restaurant	American Restaurant	42.982441	-81.197341	[[{"label": "display", "lat": 42.982441, "lng": -81.197341, "text": "Fireside Family Restaurant"}]]	745	CA	Canada	[Canada] 4be732862486c928a5380243	

## Summary of the results & Discussion

Based on the analyzed data we can conclude that the city centre of London (Downtown) is where we can expect the biggest pressure from the competitors. Opening a new restaurant here among 28 already existing restaurants/venues within the radius 1500 would diminish our chances for a profitable restaurant.

Considering the location of the North-Western part of London (Wonderland Road) we can conclude that the level of competition is varied because not only restaurants can be found here among the 9 venues, but other establishments as well (Gastropub, Breakfast Spot and an Ice Cream Shop). We can find a variety of restaurants here including Asian, Italian, Syrian and Middle Eastern ones.

Considering the location of the South-Eastern part of London (Commissioners Road) only one venue was found near the Victoria Hospital. This venue was an American restaurant with the name of Fireside Family Restaurant. Considering the fact that only one restaurant could be found in this area, maybe it is better to leave out this area and choose such location where we definitely know that at least the demand is high (such as Wonderland Road being the busiest road in the city London, Ontario) and is still fairly close to the city centre.

## **Conclusion**

Taking the 3 different locations into consideration, I would open a Hungarian restaurant on Wonderland Road (in the North-Western part of London) because it is one of the busiest roads in the city London and there are already 9 different venues offering the specialties of their cuisines around the world (Asian, Italian, Syrian, Middle Eastern) apart from the Gastropub, Breakfast Spot and Ice Cream Shop venues. Opening a Hungarian restaurant would make the variety of the already existing venues more colorful and thanks to the central location of Wonderland Road there would be enough demand to satisfy the local needs.