

## **Introduction/Business Problem**

This study aims at helping an investor to choose a suitable location for setting up a restaurant in Toronto. The location is planned to be chosen using the clustering of neighbourhoods on the basis of income, the population as well as considering the existing competitors of that neighbourhood.

## **The Data**

Toronto's 2016 census that contains information related to population, average income per neighbourhood will be combined with foursquare API to gain the information of competitors based on the same neighbourhood. The census information can be found using the following link:

<https://www.toronto.ca/city-government/data-research-maps/neighbourhoods-communities/neighbourhood-profiles/>