

The background is an abstract composition of layered, textured paper in various shades of orange, from light peach to deep burnt orange. A large, dark purple shape, resembling a torn piece of paper or a shadow, is positioned in the center. The text is centered within this purple shape.

The Battle of Neighborhoods

Introduction/Business Problem

- Help people planning to open a new restaurant in Toronto to choose the right location by providing data about the income and population of each neighborhood as well as the competitors already present on the same regions.

Data selection

- To provide the stakeholders the necessary information I'll be combining Toronto's 2016 Census that contains Population, Average income per Neighborhood with Foursquare API to collect competitors on the same neighborhoods.

Data selection

	Category	Topic	Data Source	Characteristic	City of Toronto	Agincourt North	Agincourt South-Malvern West	Alderwood
0	Neighbourhood Information	Neighbourhood Information	City of Toronto	Neighbourhood Number	NaN	129	128	20
1	Neighbourhood Information	Neighbourhood Information	City of Toronto	TSNS2020 Designation	NaN	No Designation	No Designation	No Designation
2	Population	Population and dwellings	Census Profile 98-316-X2016001	Population, 2016	2,731,571	29,113	23,757	12,054
3	Population	Population and dwellings	Census Profile 98-316-X2016001	Population, 2011	2,615,060	30,279	21,988	11,904
4	Population	Population and dwellings	Census Profile 98-316-X2016001	Population Change 2011-2016	4.50%	-3.90%	8.00%	1.30%

Methodology

- I used a few different maps that could help a new investor to decide the best neighborhood to open a restaurant in Toronto based on it's income, population and available competitors.

Methodology

	Population_2016	Income_2016
Agincourt North	NaN	NaN
Agincourt South-Malvern West	NaN	NaN
Alderwood	NaN	NaN
Annex	NaN	NaN
Banbury-Don Mills	NaN	NaN

Results

- Comparing the maps we can notice the majority of the restaurants grouped on main streets and on the south of the city, although some of the wealthiest neighborhoods are up to the north. Also, the areas with a dense population don't reflect on the number of restaurants.

Results

	Population_2016	Income_2016
St.Andrew-Windfields	17,812	100,516
Edenbridge-Humber Valley	15,535	101,551
Lawrence Park North	14,607	111,730
Annex	30,526	112,766
Yonge-St.Clair	12,528	114,174
Bedford Park-Nortown	23,236	123,077
Leaside-Bennington	16,828	125,564
Kingsway South	9,271	144,642
Casa Loma	10,968	165,047
Lawrence Park South	15,179	169,203
Forest Hill South	10,732	204,521
Rosedale-Moore Park	20,923	207,903
Black Creek	21,737	25,989
Mount Olive-Silverstone-Jamestown	32,954	26,548
Oakridge	13,845	26,793
Glenfield-Jane Heights	30,491	27,984
Milliken	26,572	28,085
Flemingdon Park	21,933	28,654
Thorncliffe Park	21,108	28,875
Humbermede	15,545	29,528

Discussion

- I was expecting to find clusters of restaurants in certain regions.

Conclusion

- By comparing the current offers and neighborhoods profiles, however it may not cover all variables such as access to public transportation or even the restaurants profiles, so it shall not be used as a single decision making tool.