

The Best Place to Open a Restaurant in Toronto

1. Introduction

1.1 Business Problem

Toronto is the capital city of Ontario in Canada. It is not only one of the most populous cities in Canada, but it is one of the most multicultural and cosmopolitan cities in the world with a 2.7 million population as in 2016. This high population and population density make this crowded city attractive to investors. One business is always relevant to number of populations, and that is the restaurant business.

A restaurant, depending on the choice of its location, can be a great success or complete failure. Therefore, it is worth studying the best place to open a restaurant in Toronto. With all the existing data we explored in Module 3, we can find various types of information and relations between neighborhood and restaurants. We propose to use these data as instructional experience to choose the best place to open a restaurant.

1.2 Data Description

In Module 3, we explored the city of Toronto and segmented and clustered their neighborhoods. The grouped data with the Foursquare location dataset contains the frequencies of different restaurants in each area. There are several essential factors we consider for choosing the best place to open a restaurant:

- a. The rank of total restaurants in each neighborhood indicates if the place has high competition or high success.
- b. The total frequency of each restaurant opened in each neighborhood reflects investors' general favor opening a restaurant in this area. We consider this as an important feature.
- c. There are various types of restaurants, i.e., Asian restaurants, American restaurants, Bakery, etc. A neighborhood with multiple types of restaurants indicates a better chance of success because it means people in this area can accept different cuisines. These data are also useful for analyzing business competitions from other types of restaurants in an area.