



# Location selection for new restaurant in Toronto

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# Location selection is valuable for restaurant industry

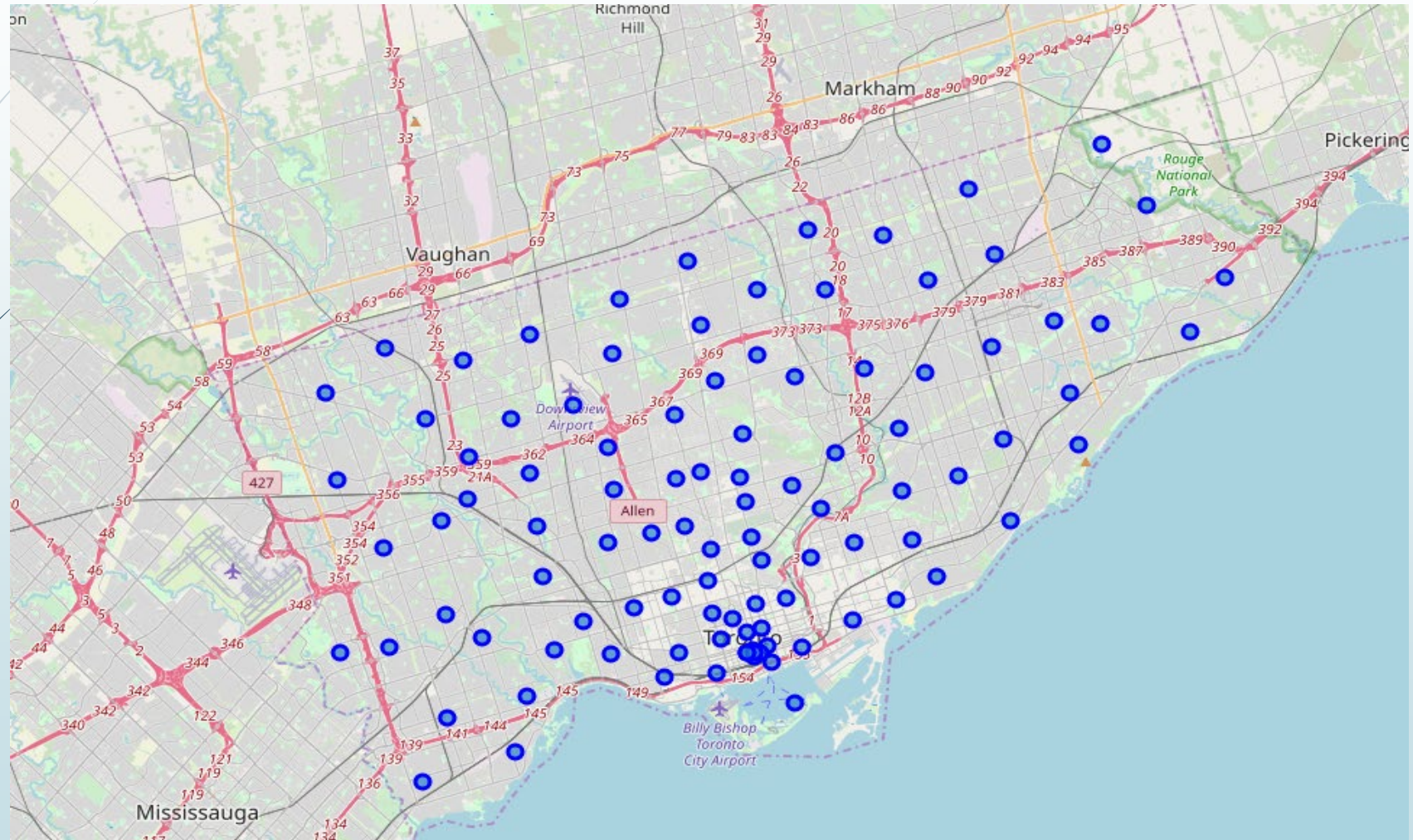
- Restaurant industry is an important source of jobs and careers
- Restaurant industry offers significant opportunities for advancement and entrepreneurship
- The location could sometime determine the fate of an entrepreneurial restaurant
- site selection is complicated.



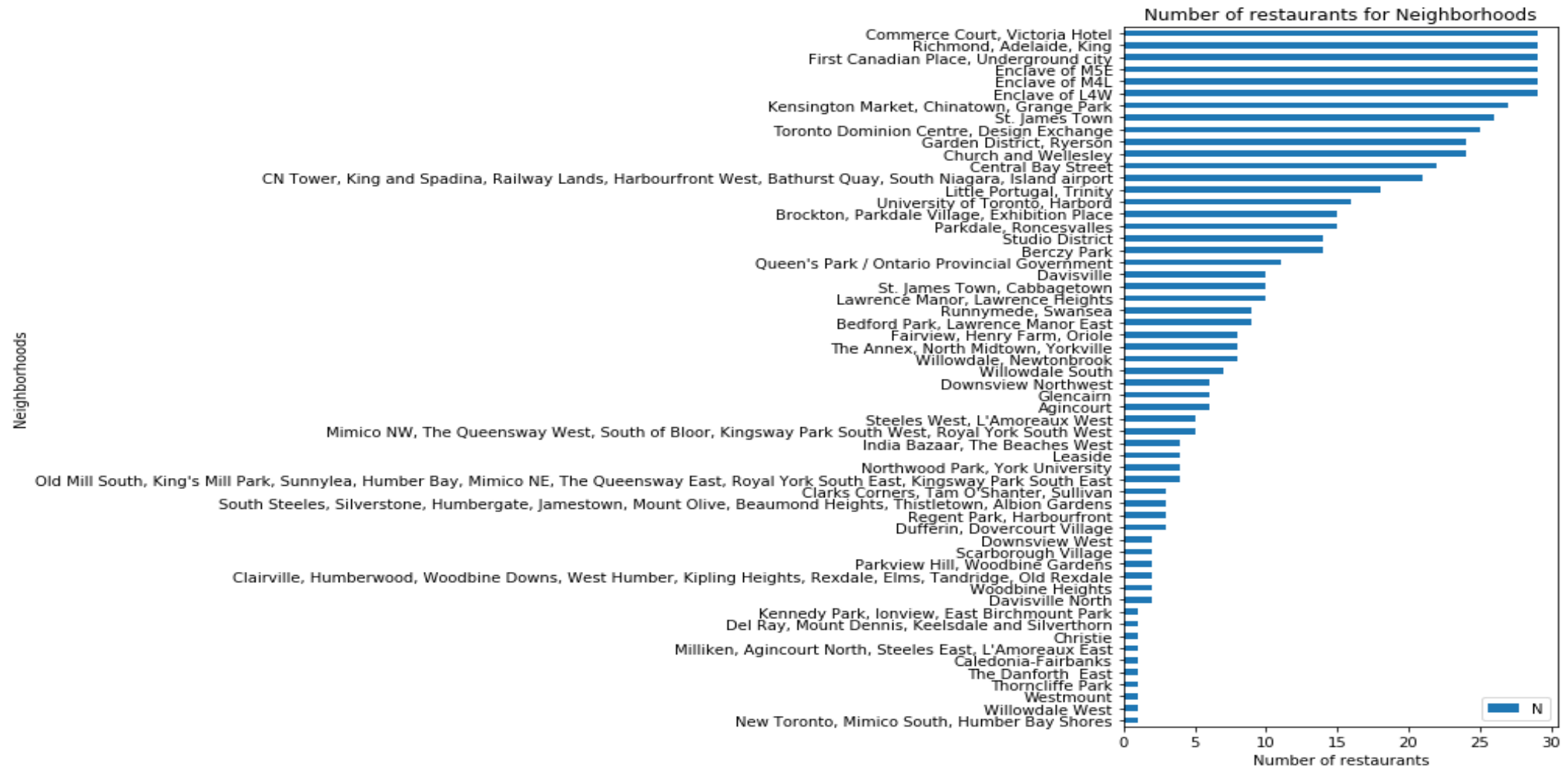
# Data

- List of Neighborhoods in Toronto from Wikipedia page [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 latitude and the longitude coordinates of each neighborhood by Geocoder Python package
- Venue exploration by Foursquare API

# Map of Toronto's Neighborhoods

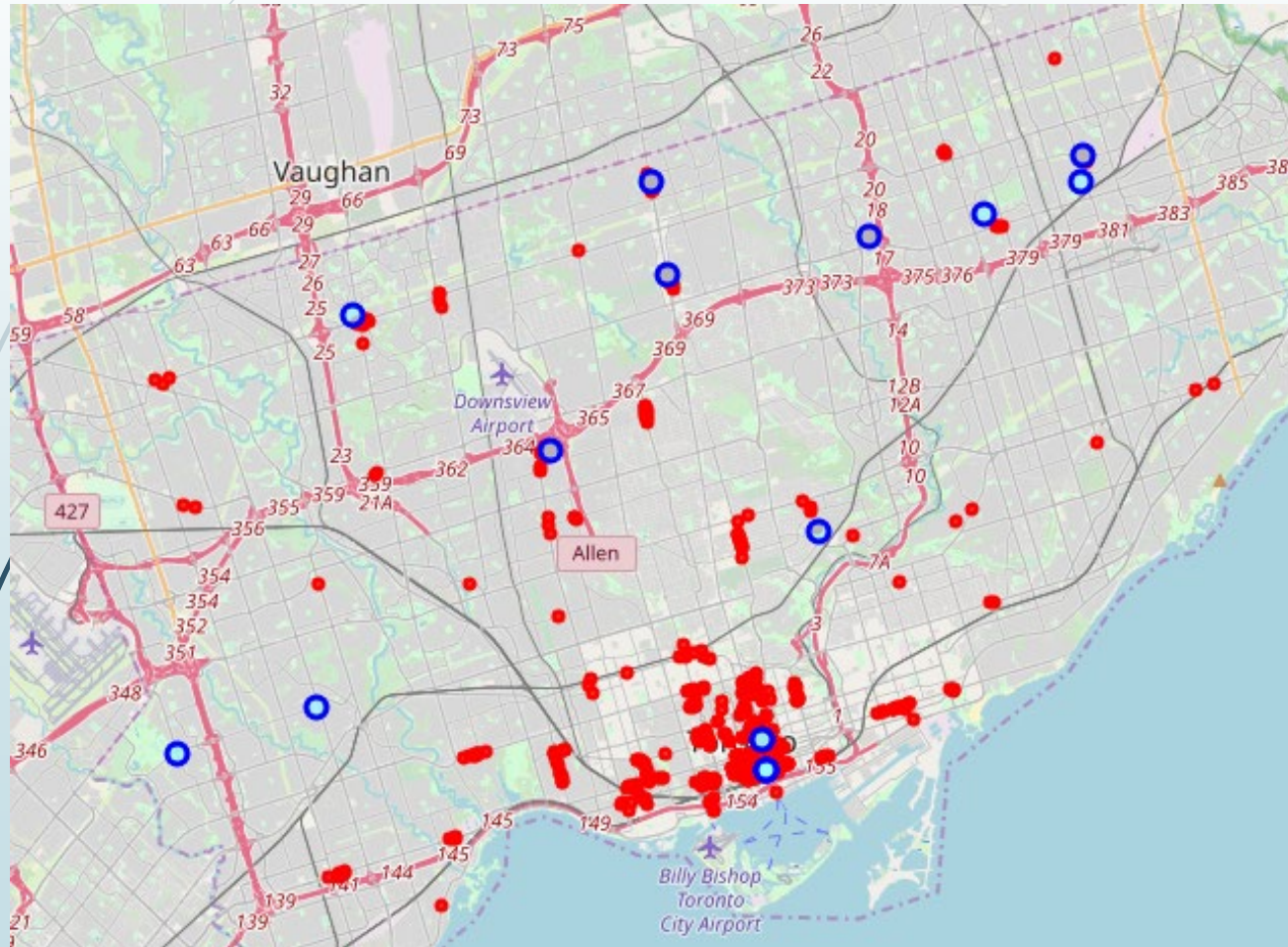


# Number of restaurants for Neighborhoods





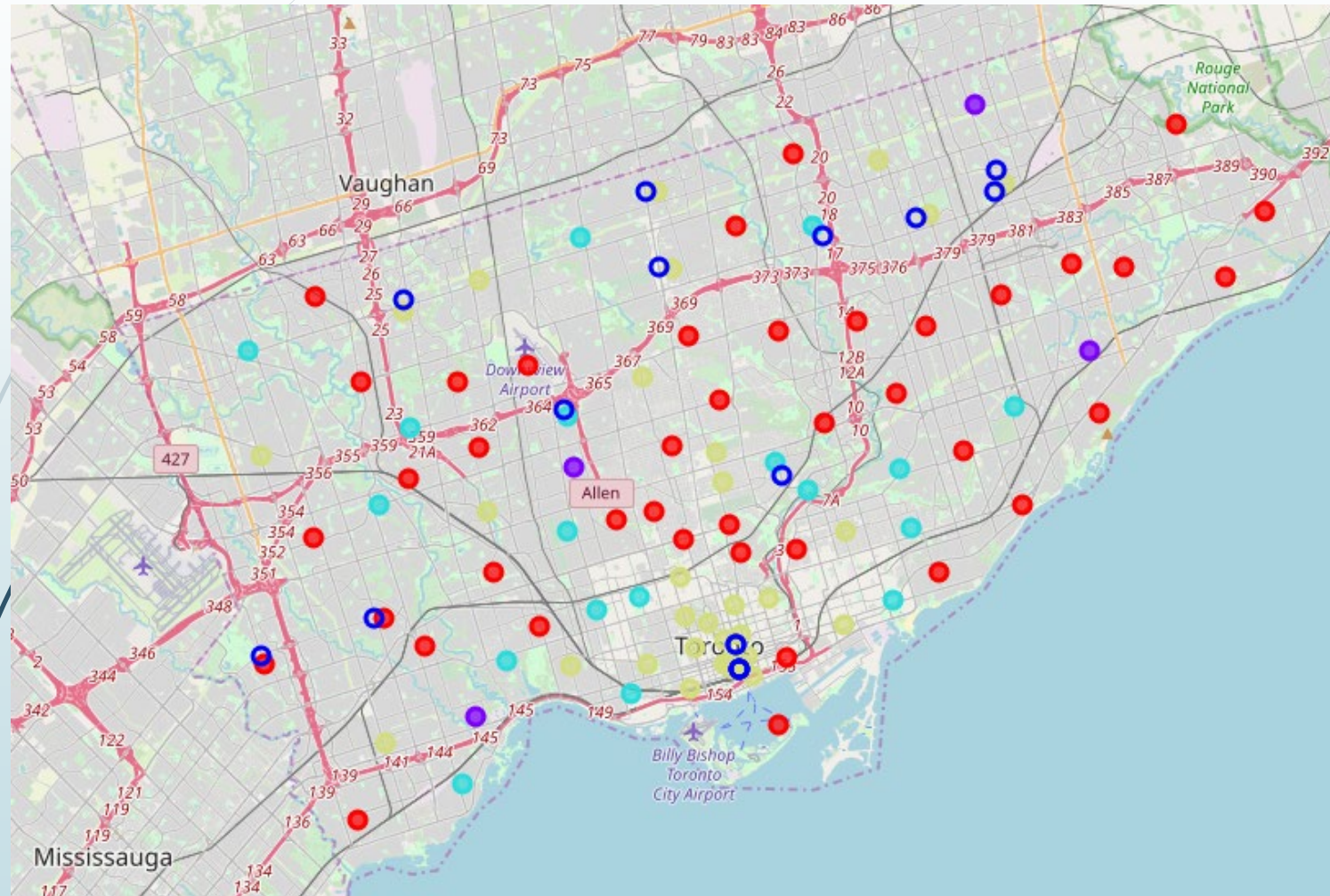
# The spread of Restaurants and Shopping Malls



locations of restaurants are marked as red dots

locations of shopping malls are marked as blue circle.

# Resulting clusters



Cluster 0, red solid circle, neighborhoods with no restaurants.

Cluster 1, purple solid circle, high density of restaurants.

Cluster 2, light blue solid circle, low density of restaurants.

Cluster 3, light green solid circle, moderate density of restaurants.

Shopping malls, blue empty circle



# Conclusion

## ► Locations Recommendation:

1. Neighborhoods in cluster 2 and 3,
2. Shopping malls, Renforth Plaza and Thorncrest Plaza

## ► Limitations:

1. Incomplete data
2. Many other factors: such as convenient transportation, easy parking and population for specific neighborhoods.