
COURSERA CAPSTON PROJECT

THE BATTLE OF THE NEIGHBORHOODS

Suguna Pechetty

BUSINESS PROBLEM

- In a multi-ethnic, restaurant-heavy country like Canada, it can sometimes be a bit of a challenge to define what exactly counts as “Canadian food.” In general, most Canadians eat a largely “western” diet broadly similar to the diet of Americans and Europeans, with a heavy focus on processed grain and dairy products, farm-grown beef and chicken, certain cooked or fresh fruits and vegetables, and questionable amounts of salt and sugar. The demographics of Toronto, Ontario, Canada make Toronto one of the most multicultural and multiracial cities in the world. In 2016, 51.5% of the residents of the city proper belonged to a visible minority group, compared with 49.1% in 2011 and 13.6% in 1981.
- So as part of this project, we will list and visualize all major parts of Toronto City that has great indian restaurants.
- The idea of this study is to 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

For this project we need the following data :

- Toronto City data that contains list Boroughs, Neighborhoods
Source : https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M
This data set contains the required information. And we will use this data set to explore various neighborhoods of Toronto city.
- Indian restaurants in each neighborhood of Toronto.
Source : Foursquare API
By using this api we will get all the venues in each neighborhood. We can filter these venues to get only indian restaurants.
- GeoSpace data
Source : http://cocl.us/Geospatial_data
By using this geo space data we will get the Toronto Borough boundaries that will help us visualize choropleth map.

METHODOLOGY

- For this report 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 its income, population and available competitors.
- In order to do that I've used the 2016 Census information combined with choropleth maps to visually display the wealthier and more populational neighborhoods.
- Foursquare data to display the current restaurants in each region.

RESULTS

- Results section where you discuss the 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.

FOURSQUARE – RESTAURANT AS PER REVIEWS

FOURSQUARE
CITY GUIDE

Food

Current Map View

⌕

☰

Suguna ▾

Suggestions for Food near Vaughan

Filters:

Specials

Haven't Been

Following

Price

Open Now

Saved

Liked

Just show me:

Italian

Chinese

Pizza

Sushi

Steakhouses

1. Porchetta & Co

Sandwiches • \$ • View Menu
545 King St W, Toronto

Save

Efrén F. • November 29, 2015
Porchetta sandwich is amazing, stays true to the Italian recipe

2. Pai

Thai • \$\$ • View Menu
18 Duncan St (Adelaide and Duncan), Toronto

Save

★ Over 55 tips talk about the pad Thai, green curry, and papaya salad

3. Pizzeria Defina

Pizza • \$ • View Menu
321 Roncesvalles Avenue, Toronto

Save

Search this area

Draw

Thornbury

Stayner

Orillia

Barrie

Lake Simcoe

Fenelon Falls

Lakefield

Lindsay

Peterborough

Cobourg

Oshawa

Ajax

Richmond Hill

Newmarket

Alliston

Orangeville

Mount Forest

Hanover

Stratford

Kitchener

Cambridge

Burlington

Hamilton

Toronto

FOURSQUARE – HIGH PRICE RESTAURANT

Suggestions for Food near Toronto

Filters: [Specials](#) [Haven't Been](#) [Following](#) [\\$\\$\\$\\$](#) [Open Now](#) [Saved](#) [Liked](#)

Just show me:



Pizza



Chinese



Sushi



Italian



Mexico



1. L'Unita Restaurant

Italian • \$\$\$\$ • [View Menu](#)
134 Avenue Rd. (Davenport Rd), Toronto

 Save

Denise • December 4, 2014

Great caesar salad and amazing pork loin with seasonal veggies.



2. GEORGE Restaurant

Restaurant • \$\$\$\$ • [View Menu](#)
111c Queen St East (Church), Toronto

Save

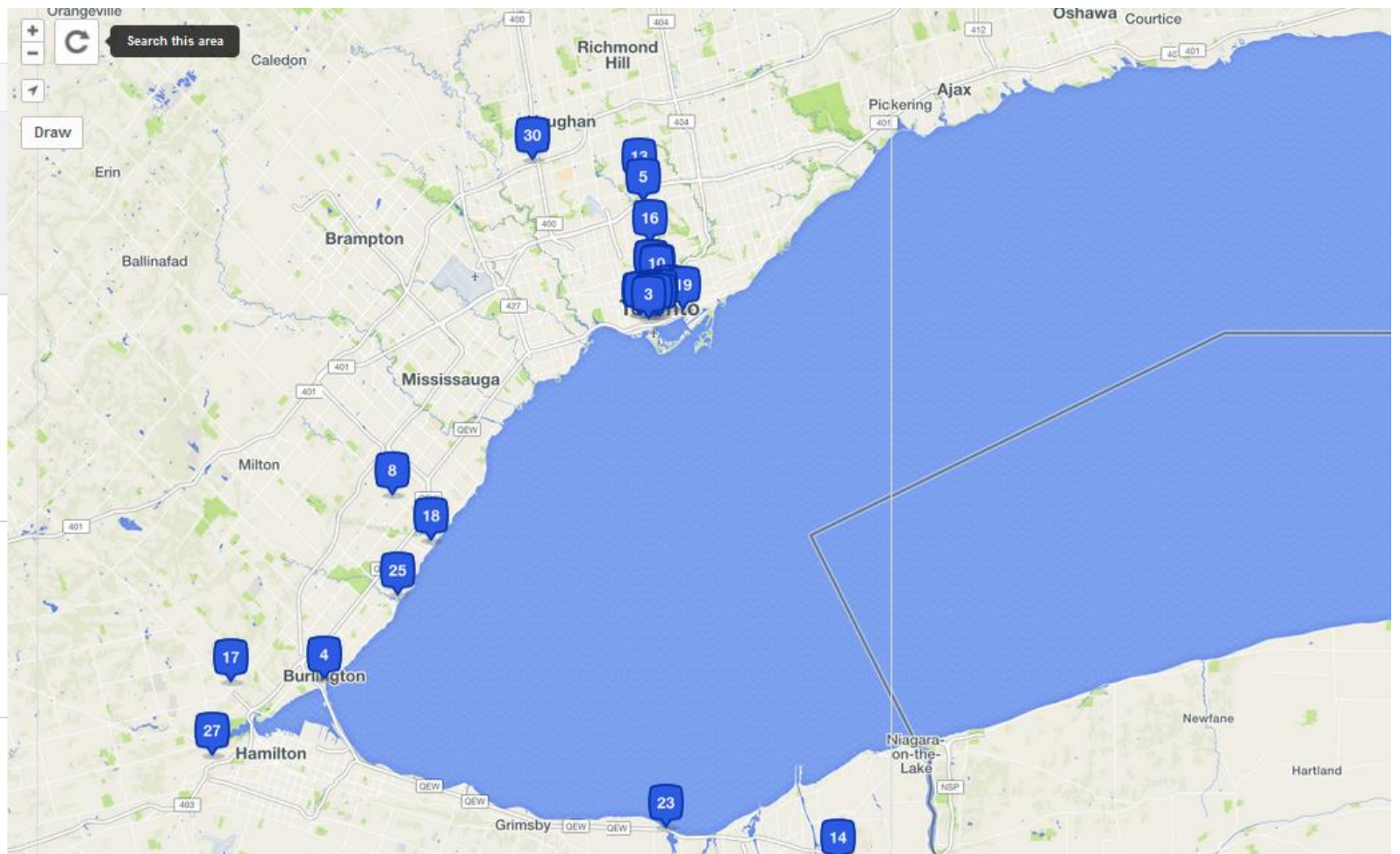
Places with a **prix fixe menu** are popular in St. Lawrence, and this is one of the best



3. Colette Grand Café

Restaurant • \$\$\$\$ • [View Menu](#)
550 Wellington St. W (Bathurst st.), Toronto

Save



DISCUSSION

- When I first decided to create this study, I was expecting to find clusters of restaurants in certain regions and the final result didn't meet that expectation.

CONCLUSION

- This report may be helpful for someone planning on opening a restaurant in Toronto, 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.