

**BATTLE OF THE NEIGHBORHOODS:
A COMPARISON OF TORONTO, NEW YORK AND PARIS**

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INSTRUCTIONS

1. In Module 3, we explored New York City and the city of Toronto and segmented and clustered their neighborhoods. Both cities are very diverse and are the financial capitals of their respective countries. One interesting idea would be to compare the neighborhoods of the two cities and determine how similar or dissimilar they are. Is New York City more like Toronto or Paris or some other multicultural city? I will leave it to you to refine this idea.
2. In a city of your choice, if someone is looking to open a restaurant, where would you recommend that they open it? Similarly, if a contractor is trying to start their own business, where would you recommend that they setup their office?

These are just a couple of many ideas and problems that can be solved using location data in addition to other datasets. No matter what you decide to do, make sure to provide sufficient justification of why you think what you want to do or solve is important and why would a client or a group of people be interested in your project.

1. INTRODUCTION

1.1 BACKGROUND

This research aims to analyze and compare the neighborhoods of Toronto with those in New York and Paris. These three cities are the famous and big cities in the world so that business persons want to invest in to start up a restaurant in the suitable and profitable one of these. As this result, we have to prepare the data to analyze the venues for finding out the market trend in these locations and giving a best recommendation.

¹Toronto is the capital city of the Canadian region of Ontario. According the Wikipedia information, this city has the population of 2,731,571 in 2016, it is the most populated city in Canada and fourth most overcrowded city in North America.

²New York City is the most populous city in the United States with an expected 2020 population of 8,253,213 dispersed over about 302.6 square miles (784 km²), New York City is also the most heavily populated major city in the United States. It's also one of world's most populous megacities and it's located on one of the world's leading natural harbors.

³Paris is the capital and most populous city of France with the estimate population of 2,175,601 citizens as of 2018. Paris has been one of the Europe's main centers of economics, diplomacy, business, trend and arts.

According to the information, each cities has the variances from the others although these are the busiest cities in the world. ⁴When competing Toronto vs New York City, **Toronto** is positioned 2nd while **New York City** is ranked 4th. Toronto is one of the most diverse cities in the world, with over 140 languages spoken. There are festivals and celebrations habitually with roots from all parts of the world.

¹ Toronto Wikipedia : <https://en.wikipedia.org/wiki/Toronto>

² New York City Wikipedia: https://en.wikipedia.org/wiki/New_York_City

³ Paris Wikipedia: <https://en.wikipedia.org/wiki/Paris>

⁴ Comparison of Toronto with New York City : https://www.slant.co/versus/14857/14862/~toronto_vs_new-york-city

Except for the statement Paris and Toronto are both cities, the two have little in common. Roughly everything about them is diverse, and never more clearly than during the remarkably uncomfortable community choice describing here. The differences between Toronto and Paris lie more in each community's supportive of what it means to live an urban life. It can be found in how people live their city, their opportunities, expectations and correlation to the larger urban background.

All cities are great to capitalize and start a new business for entrepreneurs and business owners so that we can propose the best recommendation for them to open a new restaurant in the city which make the profit most.

This is where our report will derive in accessible, as clarified in the next segment of this report.

1.2 BUSINESS PROBLEM

This is an fact-finding analysis report intending to establish whether the city of Toronto is more similar to New York or Paris. The report is to recommend the entrepreneur, who is willing to open a restaurant, where they should start their own business among these three cities.

Overall, these report will help the contractors or capitalists to make the correct decision regarding the business analysis to start a new one, including the different kinds of business and diversion destinations that a city might have to deal.

1.3 INTEREST

Observably, the business owners and entrepreneurs would be very interested in precise prediction for selecting the suitable business category in a certain location for competitive advantage and business values. The business analyst and data analyst , who are interested in these three cities analysis and comparison, may also be interested.

2. DATA

2.1 DATA SOURCES

For the purpose of this data analysis report, we obtain geographical data from the cities of Toronto, New York, and Paris. This includes information regarding the neighborhoods of each city and their coordinates (longitude and latitude) which were scraped and transformed into pandas data frames from the following websites.

1. Toronto: The Wikipedia page for the list of postal codes in Toronto and a csv file from Coursera for the geospatial coordinates.

Links:

- 1) Toronto Neighborhood Data :
https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M
- 2) https://cf-courses-data.s3.us.cloud-objectstorage.appdomain.cloud/IBMDriverSkillsNetwork-DS0701ENSkillsNetwork/labs_v1/Geospatial_Coordinates.csv
- 3) Venue data nearby: Foursquare API

2. New York: I used the New York json file for the list of New York postal codes and coordinates, which were linked to their respective neighborhoods.

Links:

- 1) New York Neighborhood Data:
New York City (JSON) : https://cocl.us/new_york_dataset
- 2) Venue data nearby: Foursquare API

3. Paris: This Wikipedia page for the list of areas of Paris wherein the coordinates were easily obtained from the table.

Links:

- 1) https://en.wikipedia.org/wiki/Arrondissements_of_Paris
- 2) Venue data nearby: Foursquare API

I imported dataframe from file of Paris_geo, which was obtained from https://en.wikipedia.org/wiki/Arrondissements_of_Paris.

This resulted in a dataset of 103 neighborhoods in Toronto, 306 neighborhoods in New York, and 29 neighborhoods in Paris.

Toronto neighborhoods has 102 neighborhoods and 9 boroughs.

```
[60]: print('the shape of dataset is {}'.format(all_toronto_neighborhoods.shape))
all_toronto_neighborhoods.head()

the shape of dataset is (102, 7)
```

	City	City_code	Borough	Neighborhood	Postal Code	Latitude	Longitude
0	Toronto	1	North York	Parkwoods	M3A	43.753259	-79.329656
1	Toronto	1	North York	Victoria Village	M4A	43.725882	-79.315572
2	Toronto	1	Downtown Toronto	Regent Park, Harbourfront	M5A	43.654260	-79.360636
3	Toronto	1	North York	Lawrence Manor, Lawrence Heights	M6A	43.718518	-79.464763
4	Toronto	1	Downtown Toronto	Ontario Provincial Government	M7A	43.662301	-79.389494

Figure 1. the number of records of Toronto neighborhood

New York neighborhoods has 306 neighborhoods and 5 boroughs.

```
[47]: print('the shape of dataset is {}'.format(all_newyork_neighborhoods.shape))
all_newyork_neighborhoods.head()

the shape of dataset is (306, 6)
```

	City	City_code	Borough	Neighborhood	Latitude	Longitude
0	New_york	0	Bronx	Wakefield	40.894705	-73.847201
1	New_york	0	Bronx	Co-op City	40.874294	-73.829939
2	New_york	0	Bronx	Eastchester	40.887556	-73.827806
3	New_york	0	Bronx	Fieldston	40.895437	-73.905643
4	New_york	0	Bronx	Riverdale	40.890834	-73.912585

Figure 2. the number of records of New York neighborhood

Paris neighborhoods has 29 neighborhoods.

```
[64]: print('the shape of dataset is {}'.format(all_paris_neighborhoods.shape))
all_paris_neighborhoods.head()
```

the shape of dataset is (29, 6)

	City	City_code	Borough	Neighborhood	Latitude	Longitude
0	Paris	2	Louvre	Louvre	48.8606	2.3376
1	Paris	2	Bourse	Bourse	48.8687	2.3412
2	Paris	2	Temple	Temple	48.8659	2.3611
3	Paris	2	Hotel-de-Ville	Hotel-de-Ville	48.8534	2.3583
4	Paris	2	Pantheon	Pantheon	48.8462	2.3464

Figure 3. the number of records of Paris neighborhood

The coordinates are used to decide the venues within a 500-meters radius of the neighborhoods. Therefore, the records on the venue's names and site groups around each coordinate is collected from the Foursquare API , and are limited to 100 venues for each neighborhood.

I use the following data analysis technique to recommend the business type to start up for a businessperson or entrepreneur.

The first technique is city analysis. In this analysis, we found and prepared data to discover how many place of venues are there, based on this result we can know the venue measure of each city. Additionally, we can examine the diversity of venues in each city, which may tell us how varied the urban venues can be and how interrelated between cities.

In order to get the objectives, we merged all city datasets together to do the clustering analysis, we need to find how the machine learning allocate all cities venues, and exclusively in each cluster how Toronto, New York and Paris venues are scattered? The essential hypothesis is that if two cities are similar, their distribution among clusters should be comparable.

The second way to analyze is borough / neighborhood analysis. we must practice Foursquare figures to investigate the top 10 venues in each district, so that we can catch what kinds of businesses are trendy there. The fundamental viewpoint here is the neighborhood market may have adequate capacity and keenness to opportune a new restaurant if the previously current restaurants here are located.

3. METHODOLOGY

In this assignment, findings are being aimed to define the density of food venues in the neighborhoods of New York, Toronto and Paris which are the category of food locations that are most collective in these regions.

3.1 City Analysis

In the first step, the required data were gathered: name, location, borough, postal code and geometry coordinates of New York, Toronto and Paris city.

In this analysis, we found and prepared data to discover how many place of venues are there, based on this result we can know the venue measure of each city. Additionally, we can examine the diversity of venues in each city, which may tell us how varied the urban venues can be and how interrelated between cities.

3.2 Neighborhood Analysis

Secondly, borough / neighborhood analysis is used to get the suitable venue and most popular venues among these cities. we must practice Foursquare figures to investigate the top 10 venues in each district, so that we can catch what kinds of businesses are trendy there. The fundamental viewpoint here is the neighborhood market may have adequate capacity and keenness to opportune a new restaurant if the previously current restaurants here are located.

3.3 Clustering Analysis

In order to get the objectives, we merged all city datasets together to do the clustering analysis, clustering (using k-mean clustering) will be established to offer stakeholders different alternatives in terms of neighborhood.

We analyze the four clusters of the merged datasets of New York, Toronto and Paris.

Then, we approach the problem using the clustering technique, namely k-Means. This method enables the users to understand how similar neighborhoods concerning their demographics. We can then study each cluster and define the discriminating venue categories that characterize each cluster.

k-Means is one of the common machine learning algorithms used to cluster data points based on similar characteristics. The algorithm is fast and efficient for a standard and large-sized database and is suitable to determine insights from unlabeled data rapidly.

The pie chart will be presented to show the most popular venues in these three cities of New York, Toronto and Paris. As this result, the entrepreneurs can decide which business should be started.

The map will be presented to show the density of neighborhoods in terms of venues and focus on what suggestions these can have for investors. In addition, essential information will be specified to investors, taking into account the most common types of food venues in these neighborhoods. This will acknowledge stakeholders to select a neighborhood-level initial point.

4. EXPLORATORY DATA ANALYSIS

Firstly, the geometric location data of New York, Toronto and Paris is gathered. After that, we collect the nearby venues in these three cities using foursquare api and combine into one dataset to analyze the venue and market demand in these locations.

4.1 Neighborhood Analysis

According to the analysis, we found out that the density of the venues per unit of the neighborhood and the numbers are 33, 20 and 66 in New York, Toronto and Paris respectively.

The following figure is shown the number of records grouping by the City and there are 10501, 2122 and 1921 boroughs in the cities respectively.

```
[343]: analyze_venue_categoy_df.groupby('City').count().sort_values(by=['Venue Category'], ascending=False).head()
```

	Borough	City_code	Latitude	Longitude	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Postal Code	Venue	Venue Category	Venue Latitude	Venue Longitude
City												
New_york	10501	10501	10501	10501	10501	10499	10499	0	10499	10499	10499	10499
Toronto	2122	2122	2122	2122	2122	2119	2119	2122	2119	2119	2119	2119
Paris	1921	1921	1921	1921	1921	1921	1921	0	1921	1921	1921	1921

Figure 4. the number of records based on the city group

Based on these data, the report shows Pizza Place is the most popular place in New York and French restaurant and Coffee shop for Paris and Toronto city correspondingly.

City	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0 New_york	Pizza Place	Coffee Shop	Italian Restaurant	Deli / Bodega	Bakery	Chinese Restaurant	Bar	Grocery Store	Park	Sandwich Place
1 Paris	French Restaurant	Hotel	Italian Restaurant	Bakery	Bar	Café	Bistro	Japanese Restaurant	Plaza	Coffee Shop
2 Toronto	Coffee Shop	Café	Restaurant	Park	Bakery	Pizza Place	Italian Restaurant	Japanese Restaurant	Sandwich Place	Clothing Store

Figure 5. the 10 most common venue in New York, Toronto and Paris

4.2 Clustering the Neighborhood

We used K-means clustering analysis method to classify the area/venue to know the nature of the neighborhoods. First, I will run K-Means to cluster the boroughs into **4** clusters because when I analyze the K-Means with elbow method it ensured me the 4 degree for optimum k of the K-Means.

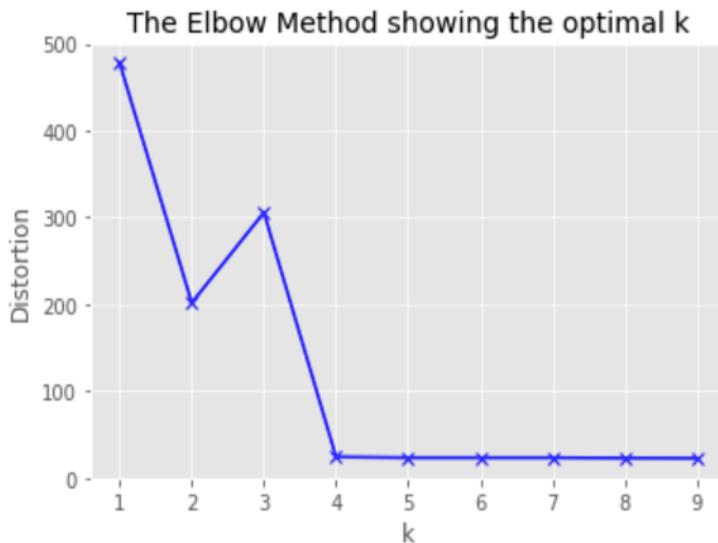


Figure 6. The Elbow Method showing the optimal K

According to the clustering analysis, we got four clusters and identify the area names based on the venues data.

- (1) **Cluster 1 => Urban Pioneer (up-and-coming) Area** where is near downtown area and inner-ring suburbs.
- (2) **Cluster 2 => Residential Area** where large single family homes are situated and this is active neighborhood.
- (3) **Cluster 3 => Urban Core Downtown Area** where is downtown area which is the heart of the major metros. This area is close to nightlife and has the city attraction. There is little to no public parking, typically has higher rates of crimes and transients.
- (4) **Cluster 4 => Suburbs Area** where is far from the downtown area of the city and it has space and privacy.

The following diagram is shown for the area chat for four clusters in the city of New York, Toronto and Paris.

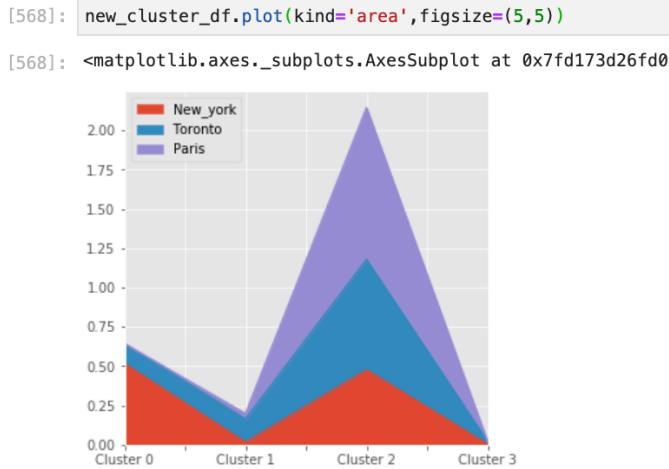


Figure 7. The area chat for four clusters in New York, Toronto and Paris

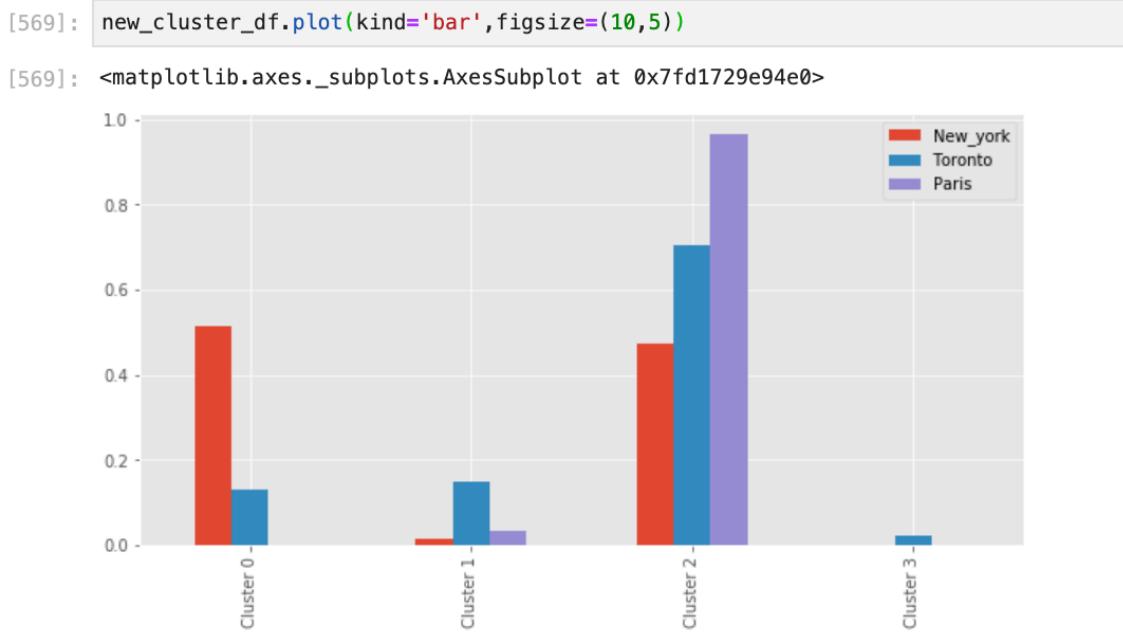


Figure 8. The bar chat for four clusters in New York, Toronto and Paris

```
[686]: count=final_cluster_list['Assigned_cluster_index'].value_counts()
```

```
[686]: count
```

```
[686]: 2    242
0    168
1     20
3      2
Name: Assigned_cluster_index, dtype: int64
```

Figure 9. The value counts of the four clusters

According to the clusters results, Toronto's venues are included in the four clusters. However, New York has three clusters and the venues are not involved in the list cluster 3. At the same time, Paris has only entered in two clusters such as cluster 1 and 2.

We can see the result of the values counts of the clusters above the figure. In this result, cluster 2 has the largest area with the number of 242 venues among the other clusters.

Therefore, we define the cluster2 is the busiest area of the three cities and we analyze more details to get the boroughs results in these cluster area. The following diagram shows the list of borough with the number of venues.

[720]: NY_cluster2_df.groupby('Borough').count()													
[720]:	Neighborhood	City_code	Assigned_cluster_index	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
Borough													
	Brooklyn	40	40	40	40	40	40	40	40	40	40	40	40
	Manhattan	37	37	37	37	37	37	37	37	37	37	37	37

[721]: downtown_Tornoto_df.groupby('Borough').count()													
[721]:	Neighborhood	City_code	Assigned_cluster_index	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
Borough													
	Central Toronto	6	6	6	6	6	6	6	6	6	6	6	6
	Downtown Toronto	18	18	18	18	18	18	18	18	18	18	18	18
	East Toronto	5	5	5	5	5	5	5	5	5	5	5	5
	West Toronto	6	6	6	6	6	6	6	6	6	6	6	6

[722]: downtown_Paris_df.groupby('Borough').count()													
[722]:	Neighborhood	City_code	Assigned_cluster_index	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
Borough													
	Butte-Montmartre	4	4	4	4	4	4	4	4	4	4	4	4
	Elysee	4	4	4	4	4	4	4	4	4	4	4	4
	Vaugirard	4	4	4	4	4	4	4	4	4	4	4	4

Figure 10. The business boroughs in New York, Toronto and Paris

Therefore, based on the data analysis result, we defined these following busiest area in terms of food venues in neighborhoods associated to the downtown area of Toronto, New York City and Paris, where are appropriate to start a restaurant and these venues are the recommended places.

- (1) specific areas of New York (Brooklyn, Manhattan)
- (2) Toronto ('Downtown Toronto','East Toronto','West Toronto','Central Toronto') and
- (3) Paris ('Butte-Montmartre','Elysee','Vaugirard')

4.2.1 Top 15 business types/ food venues to start up

To know the top 3 food venues, firstly retrieve the first most common venue in every four clusters and then combine all these results to get the most common venues in the city of New York, Toronto and Paris.

```
[748]: clusters_top3 = pd.concat([cluster0_first, cluster1_first, cluster2_first, cluster3_first])
clusters_top3 = cluster_0_top3.groupby(by='Venue').sum().sort_values(by='Neighborhood', ascending=False)
top15_venues = clusters_top3.head(15)
top15_venues
```

```
[748]:
```

Venue	Neighborhood
Pizza Place	41
Coffee Shop	36
Italian Restaurant	24
Deli / Bodega	22
French Restaurant	21
Chinese Restaurant	17
Bank	16
Bar	15
Park	11
Café	10
Bakery	9
Pharmacy	9
Beach	8
Fast Food Restaurant	8
Donut Shop	8

Figure 11. The result of the top 15 venues in New York, Toronto and Paris

4.2.1 Cluster analysis using Map of three Cities

Finally, in order to visualize the places of the venue locations in the map of the respective cities, folium map is used to display the cluster results in the map of New York City, Toronto and Paris.

We will discuss these map results and details of exploratory data analysis results in the next section.

5. RESULTS AND DISCUSSION

5.1 Analysis Of Differences Between New York, Toronto And Paris

According to the analysis, New York with cities of Toronto and Paris generally, in terms of city diversity, New York is more alike with Toronto; We analyze the four clusters

Based on the data analysis, we determined these following busiest area in terms of food venues in neighborhoods connected to the downtown area of Toronto, New York City and Paris, where are suitable to open a restaurant and this place is the recommended one.

- 1) specific areas of New York (Brooklyn, Manhattan)
- 2) Toronto ('Downtown Toronto','East Toronto','West Toronto','Central Toronto') and
- 3) Paris ('Butte-Montmartre','Elysee','Vaugirard')

Only from this evaluation it is assumed that these zones are appreciated regions for food locations. Although these are appropriate place, it may be a suitable choice for some food venues.

Based on the analysis, we found that Pizza shop, French restaurant and Coffee shop are most popular places in New York, Paris and Toronto respectively.

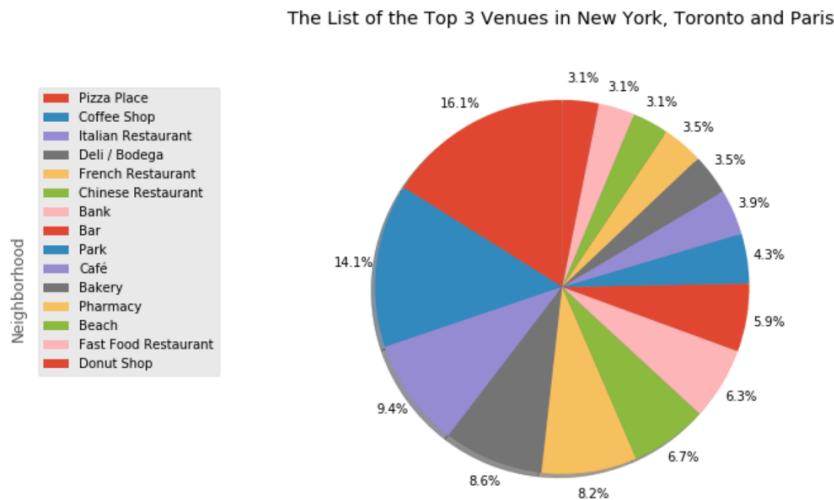


Figure 12. The list of the top 3 venues in New York, Toronto and Paris

I used K-means clustering analysis method to classify the area/venue to know the nature of the neighborhoods. According to the clustering analysis, we got four clusters and identify the area names based on the venues data.

- 1) **Cluster 1 => Urban Pioneer (up-and-coming) Area** where is near downtown area and inner-ring suburbs.
- 2) **Cluster 2 => Residential Area** where large single family homes are situated and this is active neighborhood.
- 3) **Cluster 3 => Urban Core Downtown Area** where is downtown area which is the heart of the major metros. This area is close to nightlife and has the city attraction. There is little to no public parking, typically has higher rates of crimes and transients.
- 4) **Cluster 4 => Suburbs Area** where is far from the downtown area of the city and it has space and privacy.

5.2 Data analysis result of New York City:

Based on the analysis, we defined the following boroughs in the respective clusters / defined areas. According to the analysis, New York is defined in the **three clusters**.

- 1) **Cluster 1** (Red marker in the map) : We can define the **some areas of Bronx, the Brooklyn, Queens, Staten Island** are in the **clusters 1** and these areas are urban pioneer area so that the entrepreneurs may open their restaurants in this area.
 - 2) **Cluster 2** (Purple marker in the map) : We can define the **some areas of Bronx, Queens, Staten Island** are in the **clusters 2** and these areas are residential area so that the convenience store and food truck is more suitable to open there.
 - 3) **Cluster 3** (Cyan color in the map) : We can define the **some areas of Brooklyn and Manhattan** are in the **clusters 3** and these areas are heart of city downtown core area so that the entrepreneurs should open their restaurants in this area to make profit. We recommend this area is the best suitable and profitable place to start up the business. However, we must consider the other factors such as rent, competitors, etc.
 - 4) **Cluster 4** : There is no neighborhoods in this cluster area.
-

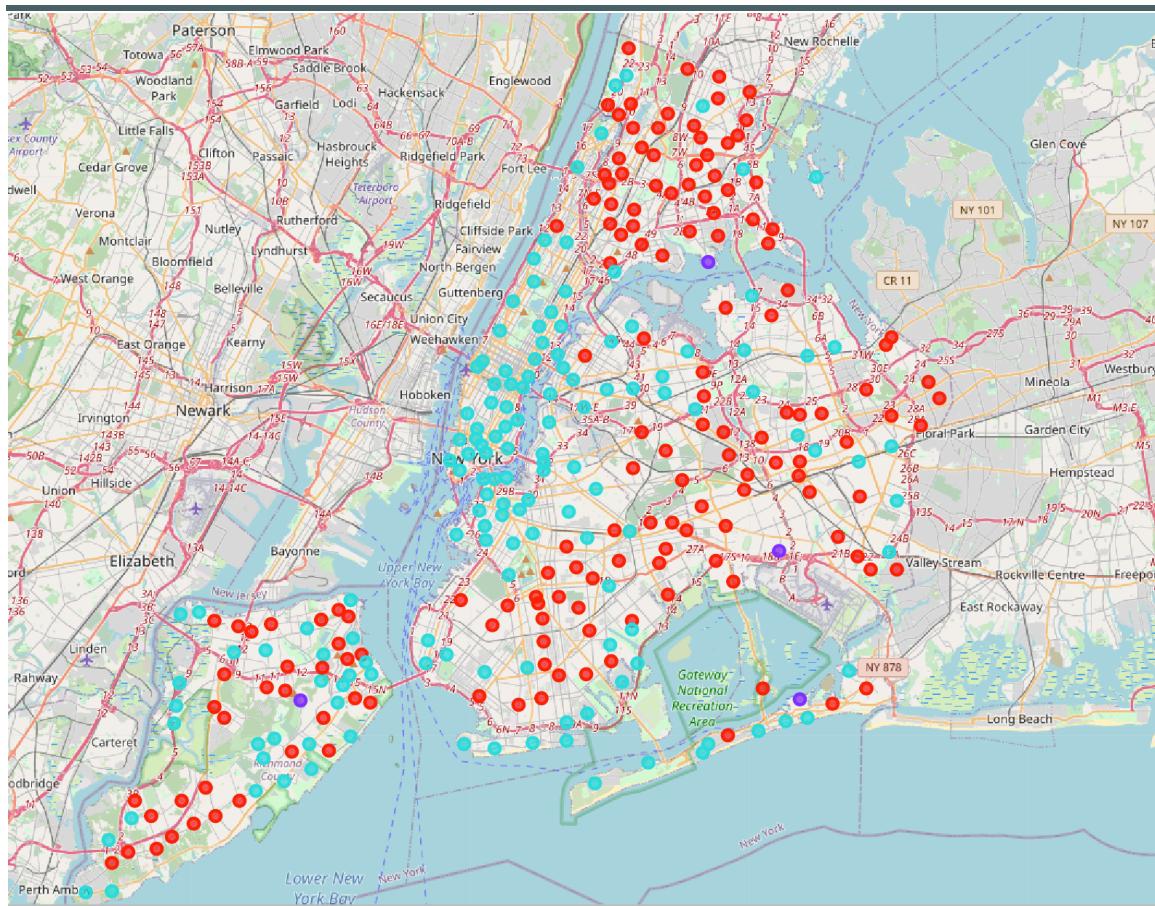


Figure 13. The map shown by cluster analysis result in New York City

5.2 Data Analysis Result Of Toronto:

Based on the analysis, we defined the following boroughs in the respective clusters / defined areas. According to the analysis, Toronto is defined in the **four clusters**.

- 1) **Cluster 1** (Red marker in the map): We can define the **some areas of Etobicoke, North York, Scarborough** are in the **clusters 1** and these areas are urban pioneer area.
- 2) **Cluster 2** (Purple marker in the map): We can define the **some areas of North York and York** are in the **clusters 2** and these areas are residential area so that the grocery store and food truck is more suitable to open there.
- 3) **Cluster 3** (Cyan marker in the map): We can define the **some areas of Downtown Toronto, North York, East Toronto, Scarborough, West Toronto, Central Toronto** are in the **clusters 3** and these areas are core area so that the entrepreneurs should

open their restaurants in this area to make profit. This is the recommended place for an entrepreneurs and business owners.

- 4) **Cluster 4** (Gold color marker in the map): We can define the **some areas of Etobicoke and North York** are in the **clusters 4** and these areas are suburb area so that we cannot make much profit to start the business there.

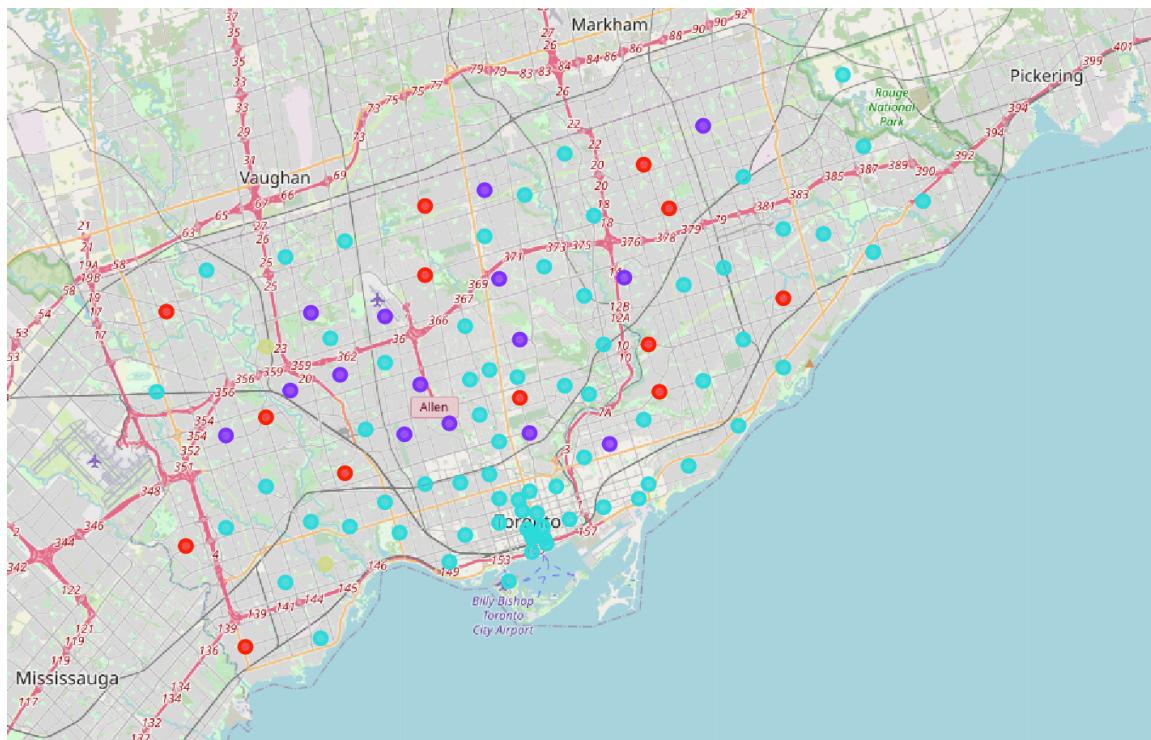


Figure 14. The map shown by cluster analysis result in Toronto City

5.3 Data Analysis Result Of Paris :

Based on the analysis, we defined the following boroughs in the respective clusters / defined areas. According to the analysis, Paris is defined in the **two clusters**.

- 1) **Cluster 1** : There is no neighborhoods in this cluster area.
- 2) **Cluster 2** (Purple marker in the map) : We can define the **Observatoire** is in the **clusters 2** and these areas are residential area so that the convenience store and food truck is more proper to open there.
- 3) **Cluster 3** (Cyan marker in the map) : We can define the **areas of Butte-Montmartre, Elysee, Vaugirard** are in the **clusters 3** and these areas are city downtown core area where is the recommended

place which is the best appropriate and commercial place to start up the business.

4) **Cluster 4** : There is no neighborhoods in this cluster area.

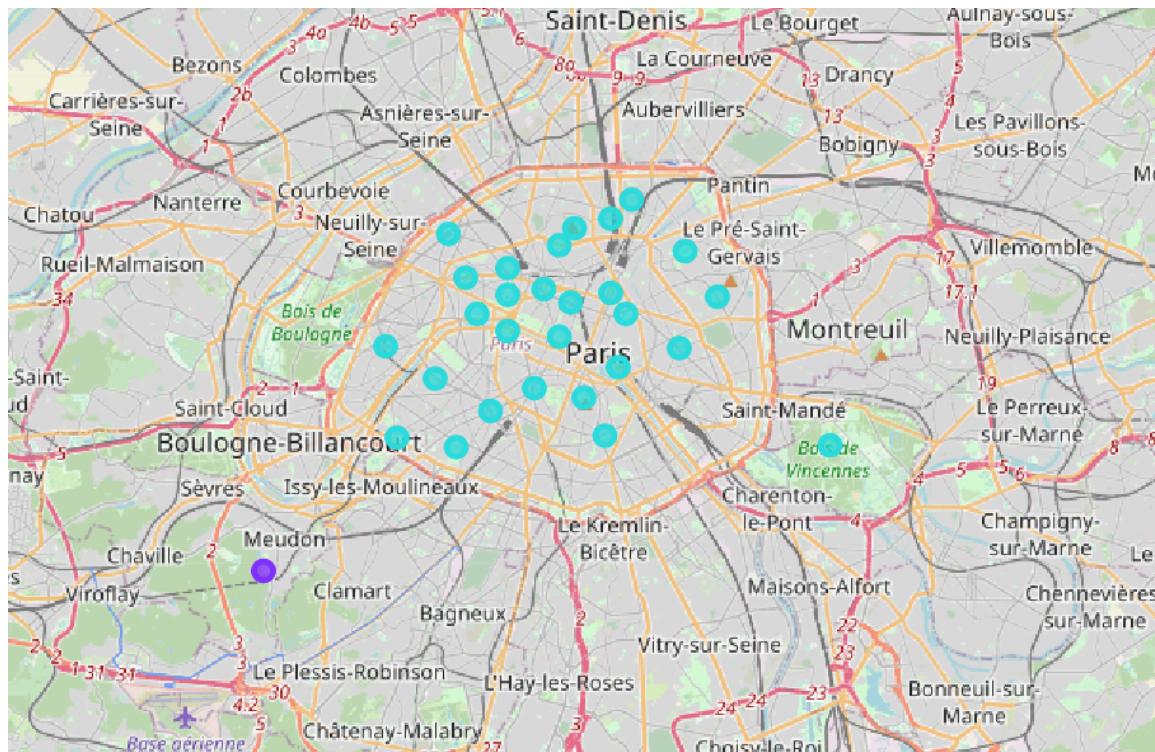


Figure 15. The map shown by cluster analysis result in Paris City

6 CONCLUSION

6.1 Conclusion

The goal of this report was to help investors trying to find venues to open a restaurant or start up a business in the city of New York, Toronto and Paris. There are many causes that affect the situation of a food venue. In this analysis, studies were prepared considering only the location of the competition factor.

First of all, all places in the food grouping were gathered on the basis of Neighborhood using the Foursquare api. As a outcome of the study made subsequently, the density of foodstuff locations in the city was discovered. Thus, the competition aspect at the all-purpose level was observed. Afterward, going a little more detailed, the occurrence of food venues in the neighborhoods was discovered as a result of analysis. Thus, investors will be able to easily choose an opening outlet by taking this information into concern during the place choice phase.

Conclusively, it should be noticed that the investors should pay attention to all aspects when selecting the place for the food venue. We must understand these factors as follows: human resources, rental fees, demography, labor costs and minimum wage, health regulations and zoning, security / crime rates , proximity to suppliers, competition, discernibility, future growth and rules & regulations,. When the stakeholders study all these features, they will be able to decide the greatest location for their business or restaurants.