1 Introduction

Like every industry, the world of hospitality changes continuously. As a strong economy and new technologies make travel more accessible to people around the world, the industry is growing and expanding in new ways. The hospitality industry in Canada is registering growing numbers year-on-year. Specific objective of this study was to explore the hospitality data of city of Toronto and to explore and compare two regions and their suitability for possible investments in the hospitality business. This report systematically reviews the data for Central Bay Street and St. James Town, aiming to provide a data-driven recommendation to investors on which area is more suitable for investment and which types of venues would most likely prosper in the given location.

* 1. Background

Toronto is the capital city of the Canadian province of Ontario. With a recorded population of 2,731,571 in 2016, it is the most populous city in Canada and the fourth most populous city in North America. Toronto is an international centre of business, finance, arts, and culture, and is recognized as one of the most multicultural and cosmopolitan cities in the world.

* 1. Problem

Toronto restaurant business is diversified into several distinct categories, and although there are a lot of new pop-up restaurant openings across the city each year, the classical cuisines remain to dominant the city culinary scene, namely: Italian, American, French, and Asian restaurants. Therefore, there are two primary aims of this study: 1. To investigate which of the mentioned areas is more suitable for a new restaurant opening 2. To ascertain which restaurant business is more suitable for the given region.

1.3 Interest

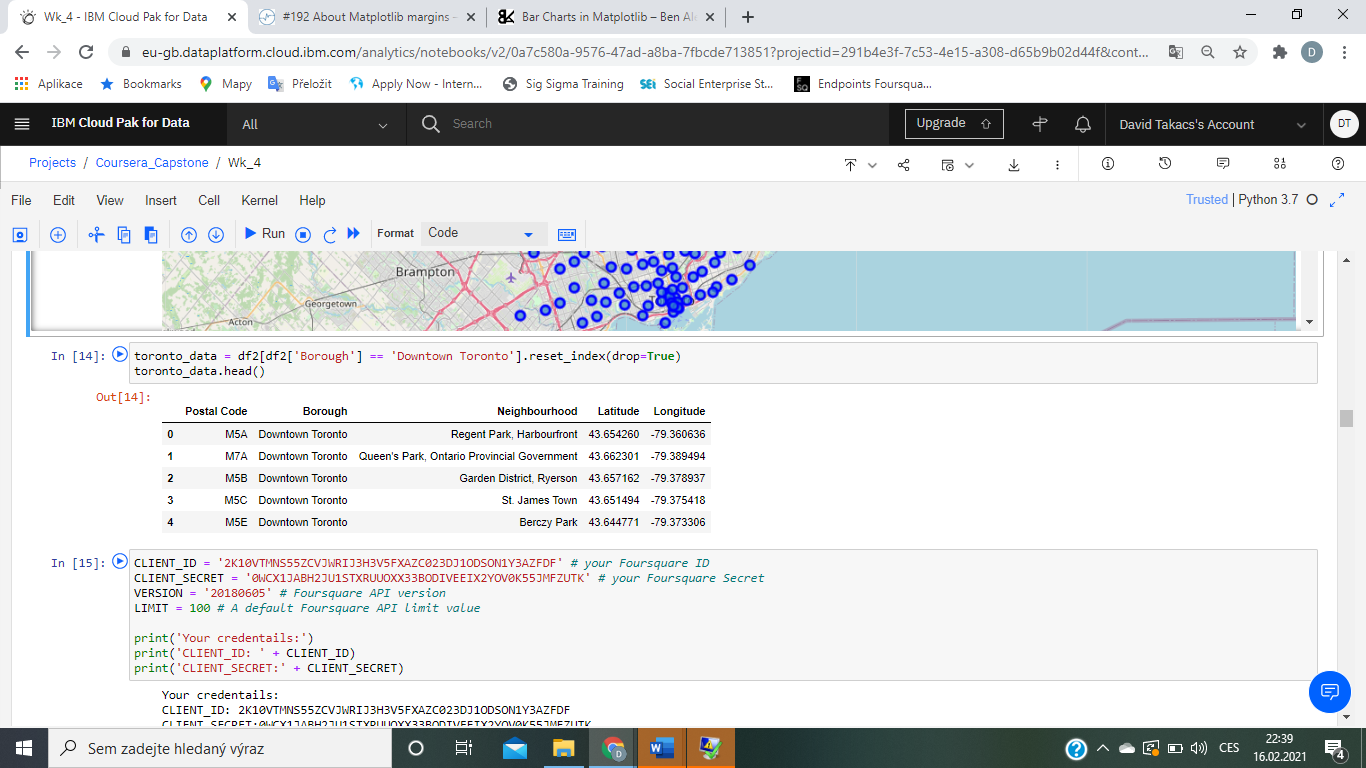
This project is aimed at possible investors interested in investments pertaining to the restaurant sector in Toronto.

1. Data Acquisition and Cleaning
   1. Data Sources

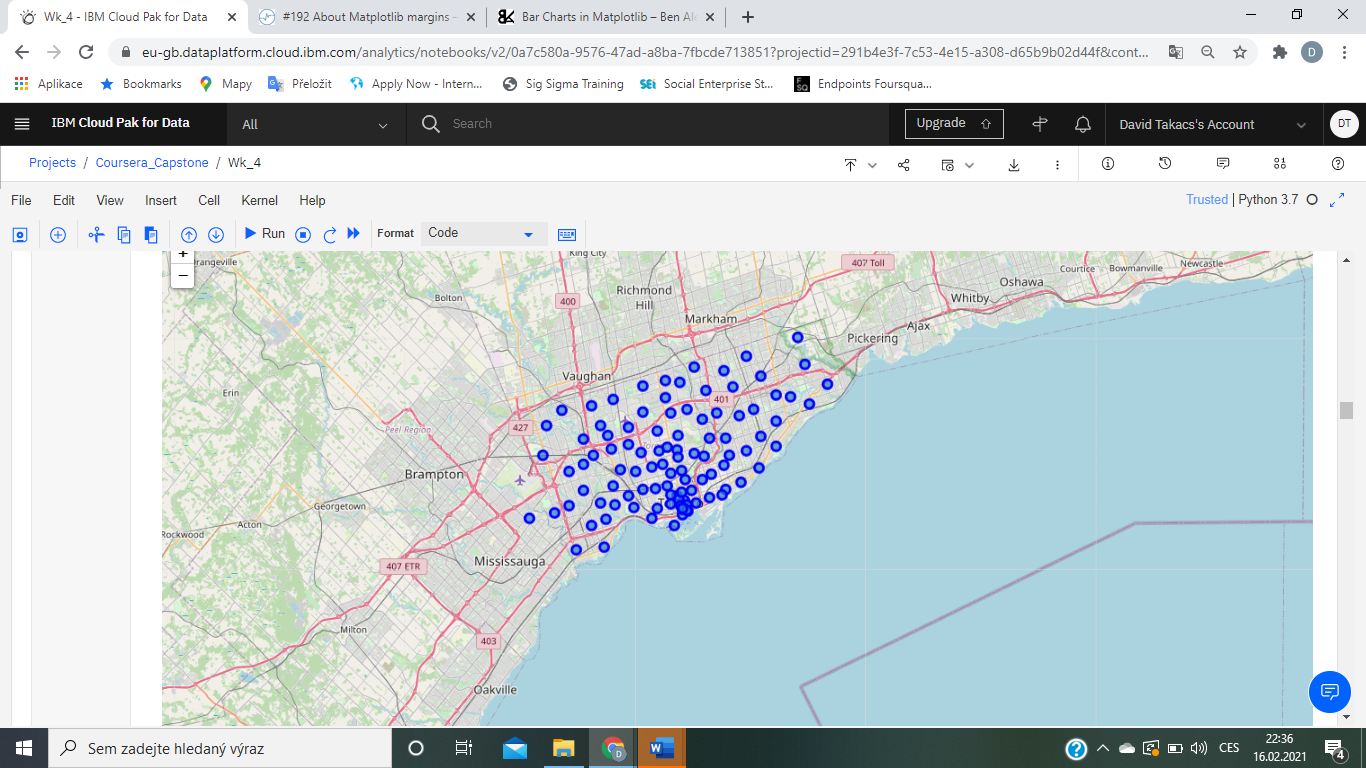
This report leveraged the list of city-designated neighbourhoods in [Toronto](https://en.wikipedia.org/wiki/List_of_neighbourhoods_in_Toronto) to obtain a detailed information pertaining to postcodes. These postcodes were further used to obtain a geographical data, specifically latitude and longitude, through Foursquare API. This step helped to best describe given neighbourhoods and to target the restaurant venues in both areas.

* 1. Data Cleaning

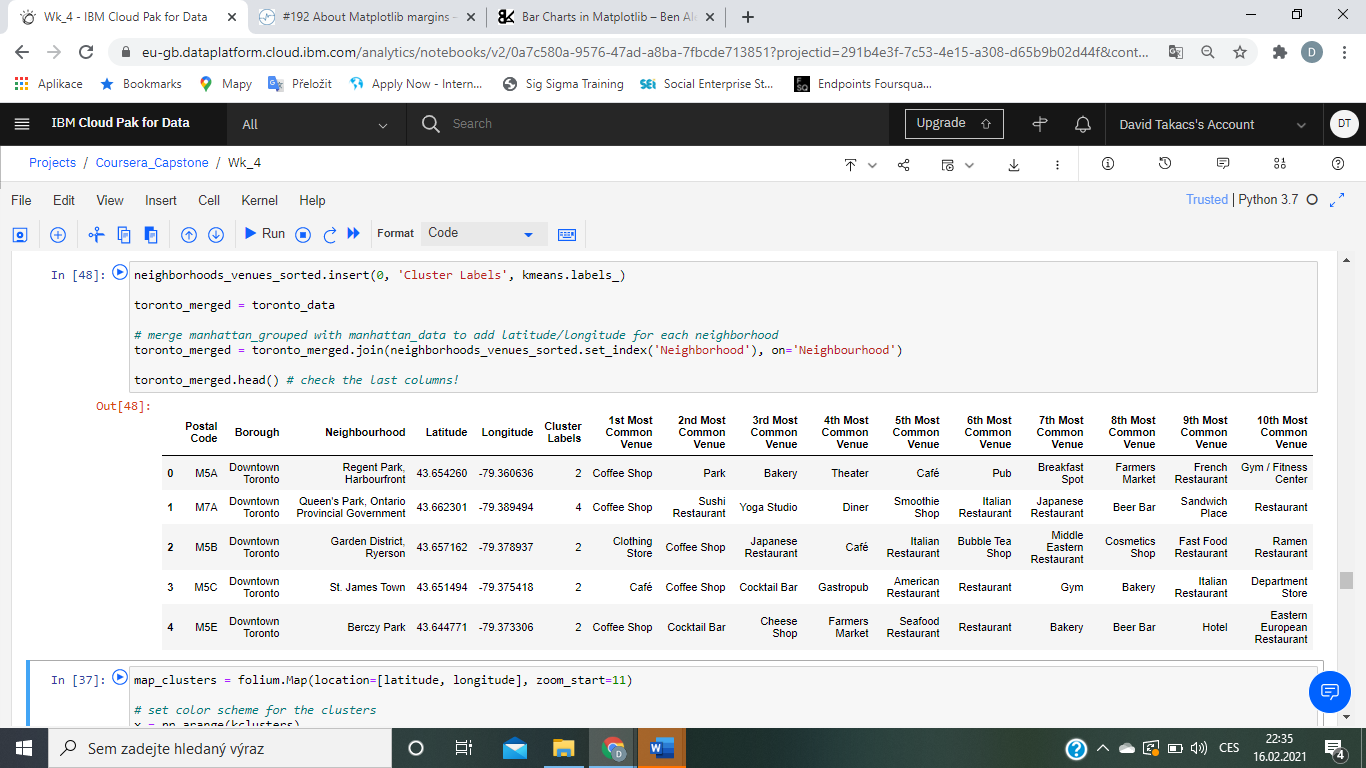
First, neighbourhood postcodes were converted into Pandas data frames. Next, by using individual postcodes, neighbourhood coordinates were obtained through Foursquare API (see Figure 1). Finally, datasets were grouped into different clusters which best represented the required data and then split into two final data frames: Central Bay Street and St. James Town. Additionally, several sub-datasets were extracted for various categories, namely: restaurants, cafés, and hotels.



***Figure 1:*** *Original dataset*



***Figure 2:*** *Neighbourhood coordinates visualisation*



***Figure 3:*** *Final dataset with venues*