Project Presentation Script:

Slide 1

* We want to welcome everyone to our presentation Today. We are excited to be here, and we will be exploring the question – Where is the best location in the Toronto area to open up a new franchise for our Motorino Italian modern restaurant.

Slide 2

* I can safely safe that we have all been thru a challenging couple of years recently, many industries have been impacted by circumstances outside their control – the restaurant industry was not immune to these challenges. On the contrary they were hit the hardest.
* We wanted to use our skills that we have learned in our Financial Technology program, to analyze and interpret multiple extensive data sets to decide which neighborhood would be the best, or most probable location for a chance of success to open up a new branch for existing restaurant chain.

To answer this question successfully we will be examining :

* Data sets from all neighborhoods in the GTA with regard to
  + Income
  + Population density
  + Ethnicity
  + Crime Rates
  + Average real estate prices
  + Competitive count using our chosen API Foursquare
  + And finally we will project future sales based on our own historical data sets

Slide 3

* You might be asking… What kind of restaurant is Motorino, who better to describe this than the our very own founder and head chef Dominique.

Slide 4

* Data collection and web site scrapping was essential for us to put together enough information to come to a reliable conclusion. We scoured the internet to find the data needed to use in our Python programs so we could come to the best possible solution
* There was allot of Data, with that came allot of irrelevant facts and figures – we cleaned that data right up so we could have an accurate reliable source for our presentation today
* Exploration – we needed to chart, analyze, weight and explore all that data. This exploration was key to our successful outcome.

Slide 5

Data Sources

* Lets take a look at the sources we grabbed all that data from!

Slide 6

* Our Approach to achieving our answer was 4 fold
* 1 Mine the data needed
* 2 Integrate our FourSquare API, to give us an accurate count of our competitors
* 3 Put all the data into our powerful analytical tool Python
* 4 Come together as a group and decide the final outcome

Slide 7

* Enough with the talk lets get to the code! Ill let Bill take it form here

Slide 8

* And the winner is Ei to be co
* After the data was analyzed Ei to be co was always at the top of our list
* Low competition in the area, mixed with the fact that there are no modern Italian restaurant gives us a huge competitive advantage with room to grow!

Slide 9

* (go thru quickly what we learned and if we had more time)