Location prediction of the eastern European cuisine restaurant in the Toronto area

Introduction/Business problem

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Keywords

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Toronto income and demographics analysis

Clustering

Classification





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# Introduction

Starting and running a successful business is a multifactor dependant process, which requires both good initial screening, marketing and continuous improvement.

The market analysis is an important first step in predicting the viability of an endeavour.

Accordingly, opening a restaurant with a niche cuisine is highly dependent on the target group of customers to help the business grow, before expanding and capturing the customers that are outside of the target culture. Likewise, it is important to capture the market where the income level of customers matches the offer business provides. Last but not least, it is important to evaluate the competition in the targeted area.

## Problem statement

### Stakeholder description/ interest

The family of immigrants from an eastern European country that are the residents of Toronto for past 25 years have decided to pursue their own business and open a restaurant in Toronto area. The idea is to open an affordable restaurant for the middle-income customers that would especially cater to the customers of the similar background. For this reason, the family has hired a data analyst to help them determine the best location for opening the venue.

### Problem tackling through data

* Neighbourhoods, Borough and postal code data:
  + The information is obtained from canadapost.ca website, the grouped data is taken from [1].
* Neighbourhood geo data:
  + The coordinates data for each neighbourhood was obtained using geocoder-arcgis method
* Population, average income and demographic data:
  + The demographics data was obtained from the [2]. This will be used to determine the best-suited neighbourhood in terms of number and income of target customers.
* Venue data:
  + Foursquare API is used to obtain the venues in Toronto area. This will be used to determine the amount of competition in each neighbourhood

# Literature

[1] <https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M>

[2] https://en.wikipedia.org/wiki/Demographics\_of\_Toronto\_neighbourhoods