The Battle of the Neighborhoods

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Introduction

- Stakeholders intend to open a Chinese restaurant in downtown Toronto, the main central business district of Toronto.

- To analysis location information of the restaurants in downtown Toronto and to find an optimal location for stakeholders' new restaurant.

Data

- Postal code, Borough, Neighborhood name

https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M

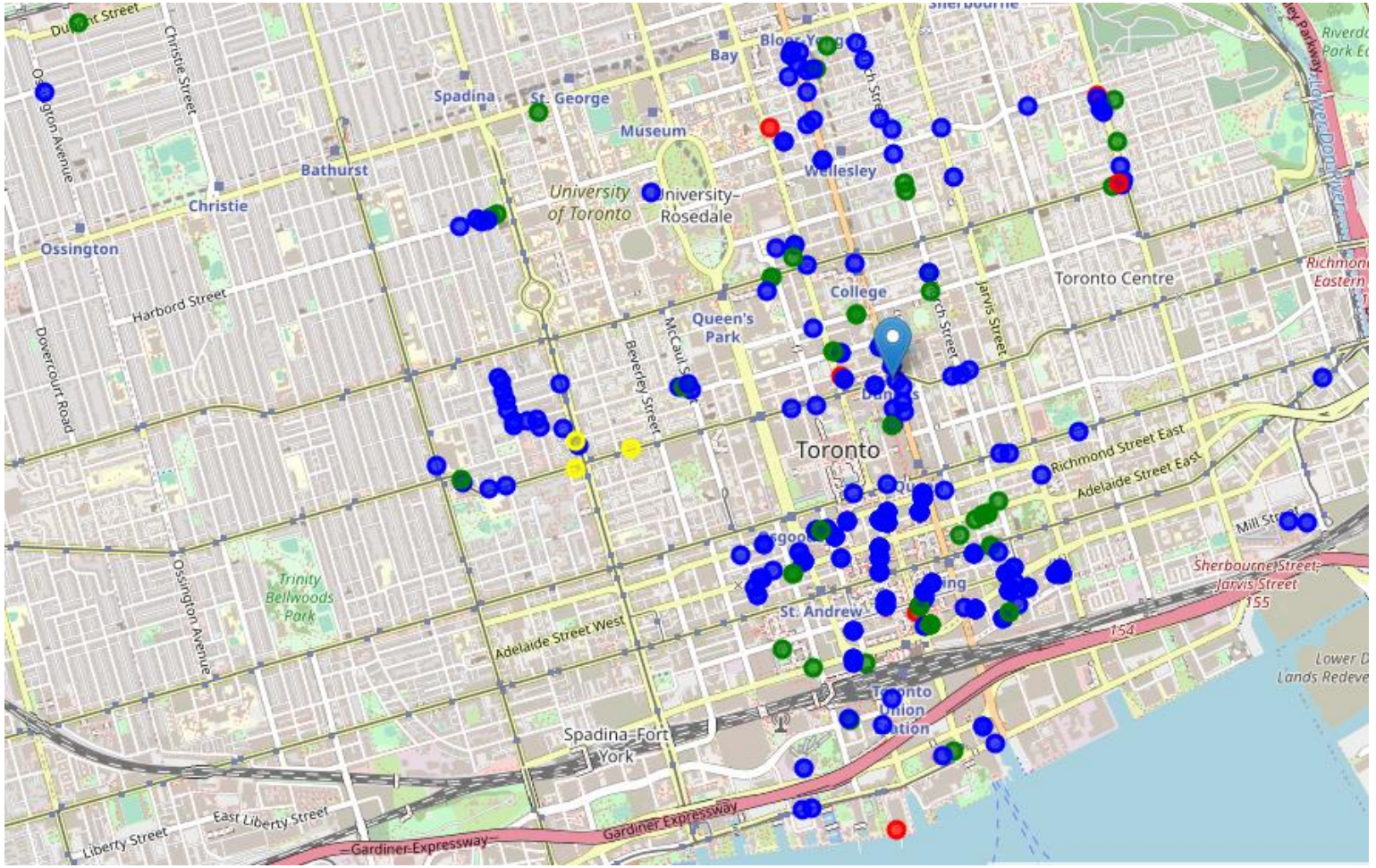
- Geographical information

http://cocl.us/Geospatial_data

- Venue Information

Foursquare API

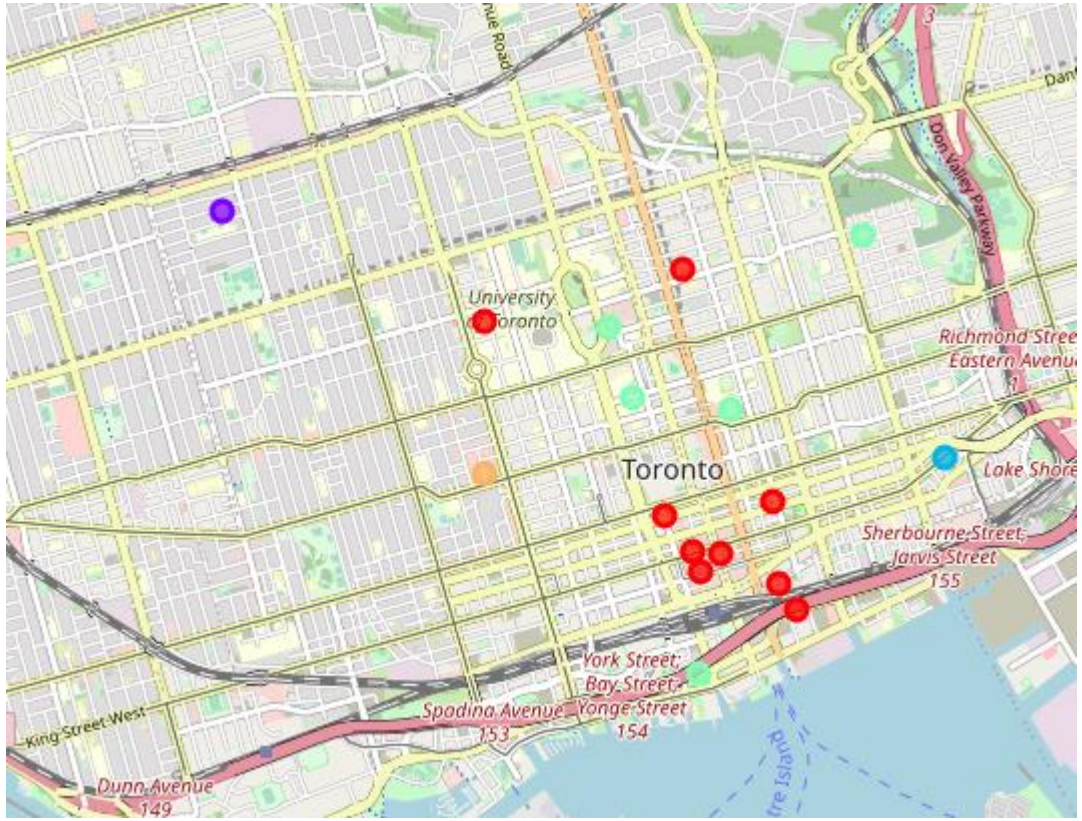
Overview



- Chinese restaurant
- Japanese restaurant or Italian restaurant
- Dumpling Restaurant or Dim Sum Restaurant
- Six Chinese restaurants

Analysis

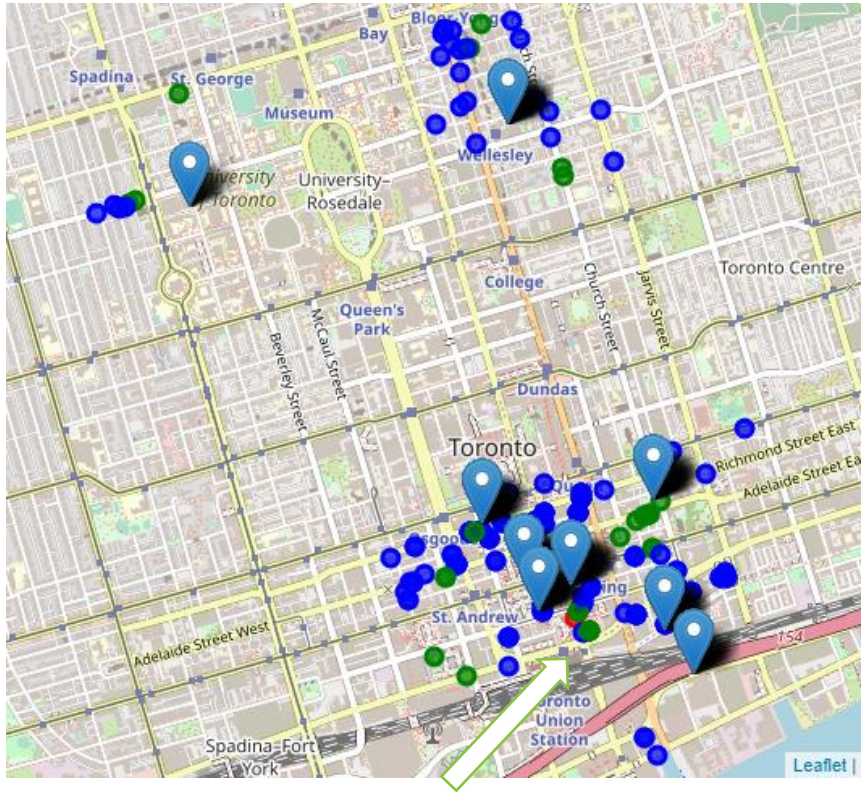
Apply K-means algorithm to segment all neighborhoods and ger 5 clusters



Result and Discussion

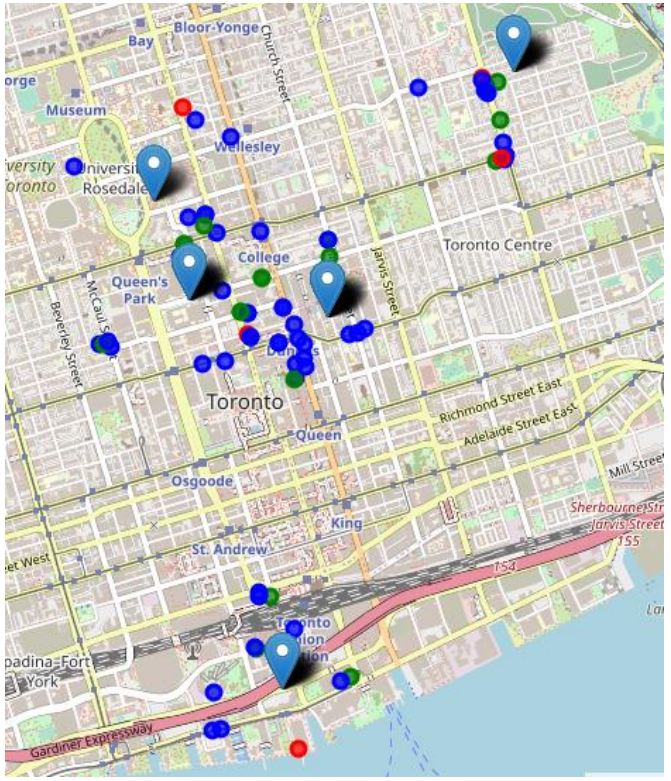
Cluster 1

One Chinese restaurant

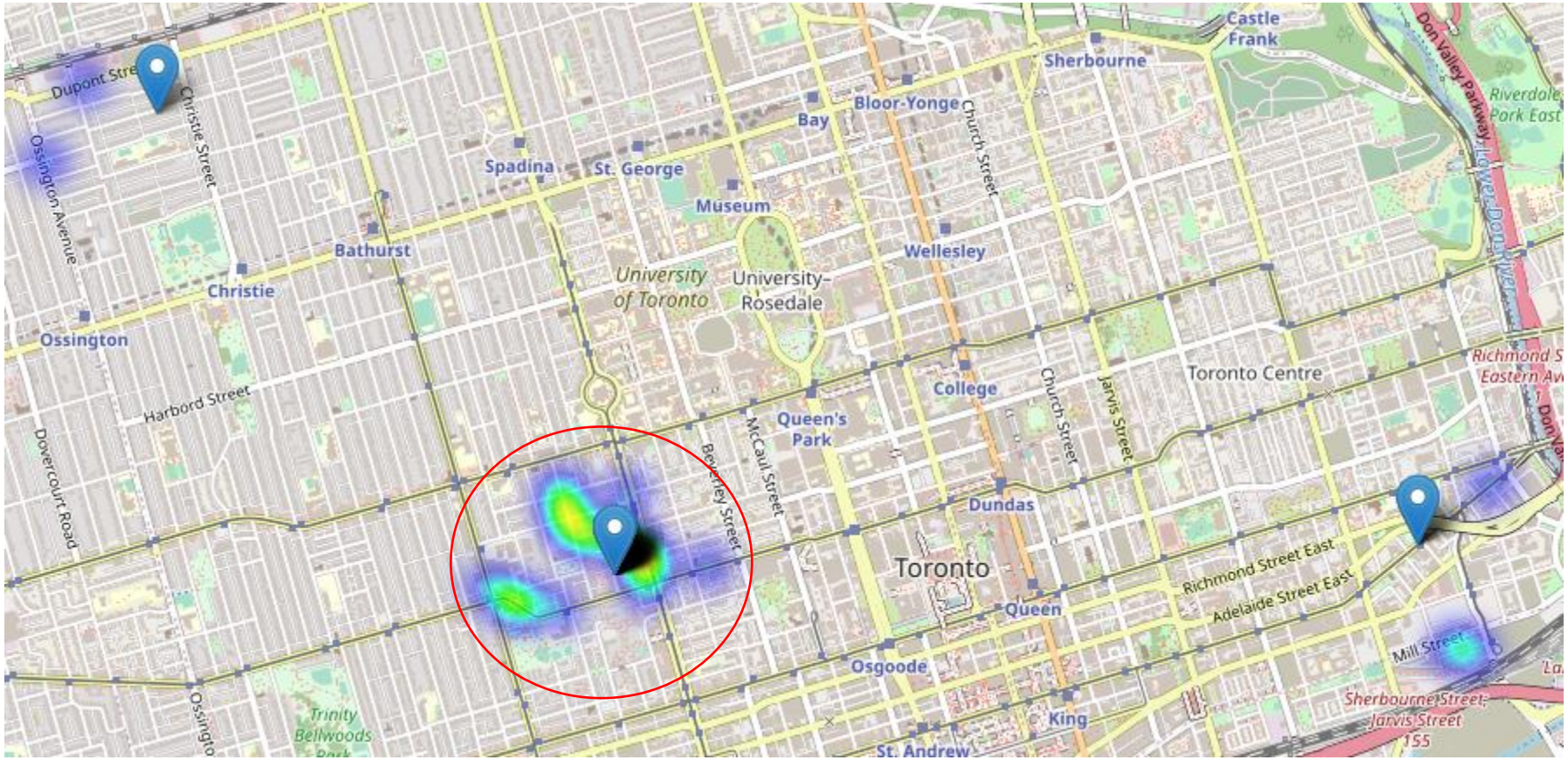


Cluster 4

Five Chinese restaurants



Result and Discussion



- The restaurants intensity of **neighborhoods ‘Kensington Market, Chinatown, Grange Park’** is in a middle level.
- Cluster 2,3 and 5, where there is no Chinese restaurants

Conclusion

- Our stakeholders intend to open their first Chinese restaurant in Toronto and they chose the downtown Toronto, the main central business district of Toronto.
- It is not easy to entry a new market, that's why they interest in area with no Chinese restaurants and area where restaurants are not crowded.
- Based on the above analysis, we will recommend **neighborhoods 'Kensington Market, Chinatown, Grange Park' for stakeholders.**