

Coursera Applied Data Science Capstone Project

1st Zhehao Xu
Applied Data Science Course Student
z352xu@uwaterloo.ca

I. INTRODUCTION

It was sometimes confusing and frustrating when you were trying to start up a new restaurant business in Toronto but had not a clue where should your new restaurant locate at that could maximize your possibility to success and make profit from it. In this capstone project, a closer analysis on the best locations for starting up a new Asian cuisine restaurant was conducted using data from multiple sources such as Foursquare, Kaggle. Insights would be provided to those who would like to start an Asian restaurant business in Toronto as the final delivery of this project.

II. DATA

The data this project needed was mainly focusing on factors that could influence the success of a restaurant including:

- Parking
- Safety
- Area Average Income
- Competition
- Target Customer

Each above feature would be explained here why they were chosen to evaluate a place if it was an ideal candidate. For 'Parking', people usually drive to restaurants in Northern America, so it was important to have a parking place for customers. The 'Safety' here was considering if the location had a low crime rate or not as an unsafe area may have a greater change of getting robbed and this section of data was acquired from the robbery dataset on Toronto public safety data portal website. 'Area Average Income' was the average income in each neighborhood as it indicated how much customers could afford as a large portion of target customers would live nearby in the same area. 'Competition' was a measure of how many similar Asian cuisine restaurants were in that neighborhood that you may compete with. 'Target Customer' was the group of customer that your Asian restaurant aimed to attract with. It was important that you open the restaurant in a place with a large number of potential customer. In this case, southeastern Asians would be a good targeting group as people tended to have meals that they were familiar with.