

The Battle of Neighbourhoods

Introduction/Business Problem

Background of Problem

The central business district of Toronto, Ontario is Downtown Toronto & is located entirely within Old Toronto district. It covers approximately 14 sq kms in area, whereas to its north, south, east & west are bounded by Bloor Street, Lake Ontario, the Don Valley, & Bathurst Street respectively. The Government of Ontario and the City of Toronto government are also located here.

After Newyork City & Chicago, Canada's Downtown Toronto stands on third position in North America because of most skyscrapers; with height more than 200 meters. This area also comprises of largest business centres along with largest skyscrapers and form's Toronto's skyline.

Because of being largest business centre and having major government offices located in this area, this area offers a lot of various business opportunities to new entrepreneurs.

Description of Problem

As a Data Scientist I have been hired by my client, who runs a successful Asian cuisine restaurant in Asia, to investigate how many restaurants offer Asian cuisine in Downtown Toronoto, so that he can expand its operations in Europe. Because of the diverse population of Canada as a lot of people migrate there, my client aims to introduce Asian flavour in that area with a hope to be successful.

Target Audience

As a result of a lot migration to Canada from various parts of the world, the diversity of Canada has resulted in a very high multicultural environment. In the search for an high-end Asian-inclined eat-outs, there seems to have high shortage.

Data description

Data

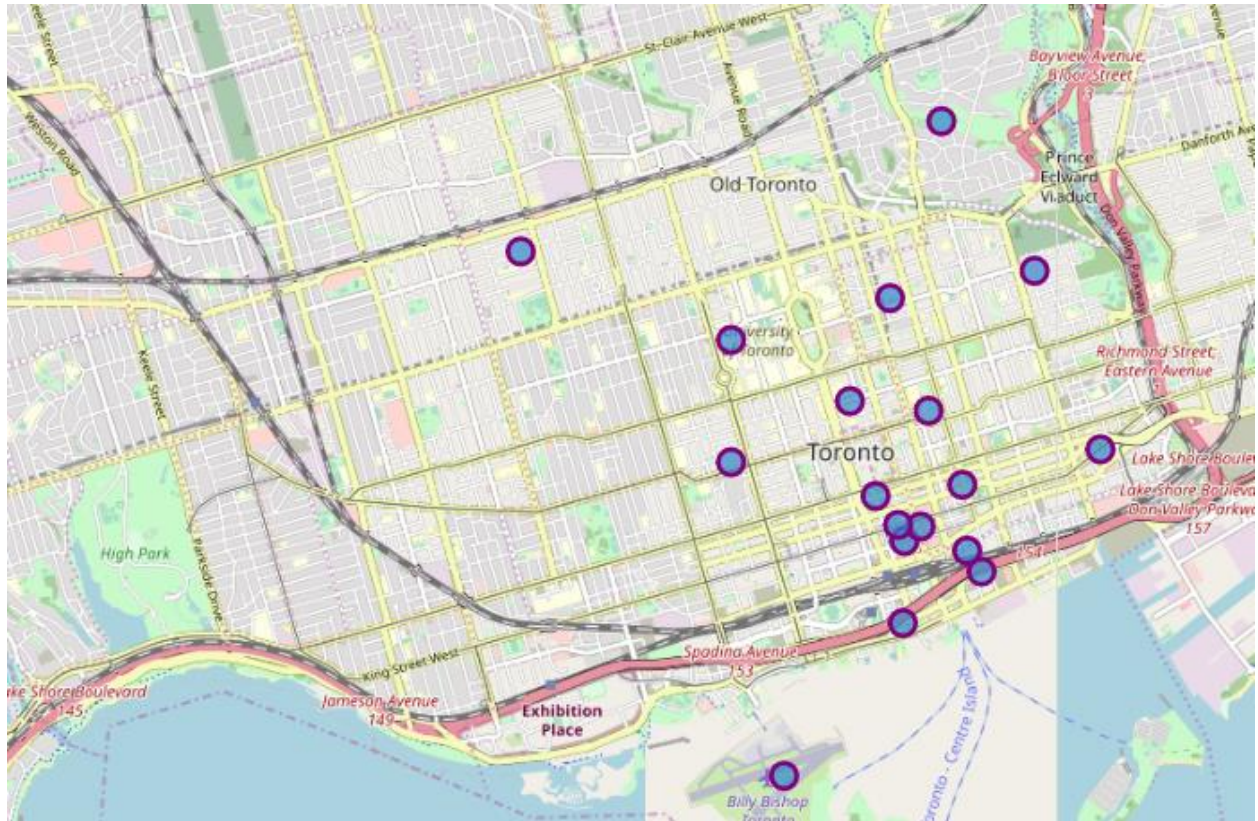
Down Town, Toronto will be analyzed in project. Wikipedia and Foursquare will be used to pull data for analysis

Methodology

The basic goal of this analysis was to help my client; who is operating an Asian restaurant, identify a good location in Downtown Toronto for his expansion of operations in Europe.

Data was scraped from Wikipedia, cleaned and filtered down to Downtown.

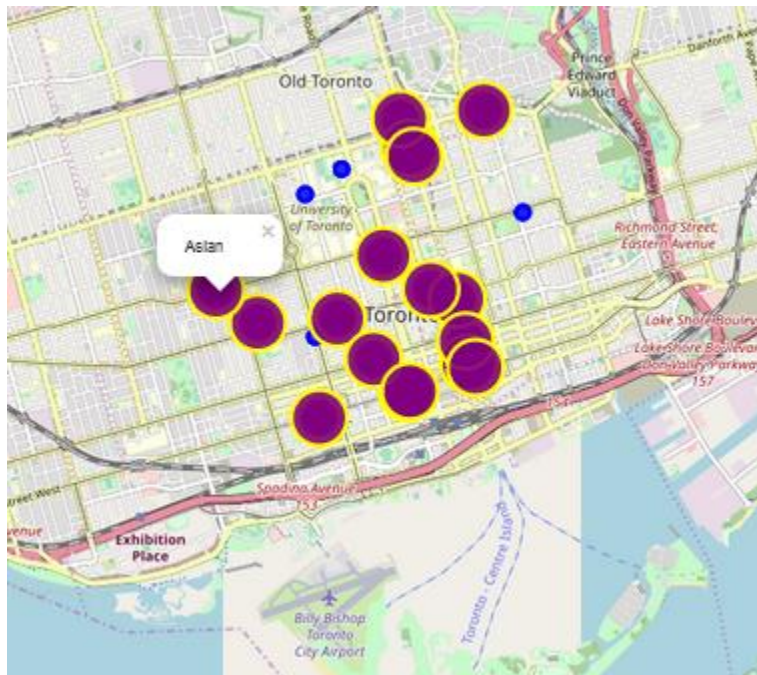
Downtown has 36 neighbourhoods and 17 postcodes.



With the help of Foursquare I was able to explore eating venues in Downtown Toronto. The total count of restaurants that exist in all of the Downtown area is 26. including Chinese, Asian, Thai, Vietnamese restaurants.

	name	categories	address	lat	lng	postalCode
0	Fine Asian Bowl	Vietnamese Restaurant	271 Yonge St.	43.655341	-79.380326	NaN
1	Asian Legend 味香村	Chinese Restaurant	418 Dundas St W	43.653603	-79.395047	M5T 1G7
2	Fusla Asian Kitchen	Food Court	NaN	43.656170	-79.383549	NaN
3	SenseAsian Pan-Asian Resto	Asian Restaurant	40 King St W	43.649610	-79.378912	NaN
4	Spice Route Asian Bistro + Bar	Thai Restaurant	499 King St. W	43.644812	-79.397416	M5V 1K4
5	Asian Legend 味香村	Chinese Restaurant	125 Ravel Rd	43.790608	-79.367041	NaN
6	Lee Chen Asian Bistro	Asian Restaurant	214 King St W	43.647010	-79.386536	M5H 3S6
7	Yulla Asian Fusion Restaurant	Asian Restaurant	NaN	43.651587	-79.379232	NaN
8	Asian Gourmet	Chinese Restaurant	NaN	43.649288	-79.378183	NaN
9	Lotus Leaf Asian Cuisine	Asian Restaurant	200 Elizabeth	43.659216	-79.389354	M5G
10	East Restaurant Asian Street Flair	Asian Restaurant	240 Queen Street West	43.649985	-79.390563	M5V1Z7
11	Asian Legend 味香村	Chinese Restaurant	3636 Steeles Ave. E. #152	43.818846	-79.331058	NaN
14	Chic Chinese Pan Asian Cuisine	Asian Restaurant	214 King St. W	43.647074	-79.386176	NaN
15	Asian Gourmet	Chinese Restaurant	Toronto Western Hospital	43.653198	-79.404950	NaN
16	Asian Legend 味香村	Chinese Restaurant	4452 Sheppard Ave E	43.788068	-79.266768	NaN
17	Asian Legend 味香村	Chinese Restaurant	505 Highway 7 E, Unit 77-79	43.842236	-79.386904	L3T 7T1
18	Asian Wok 'n' Roll	Chinese Restaurant	2919 Derry Rd. E	43.703326	-79.643074	L4T 1A6
19	Asian Tasty Delight	Dim Sum Restaurant	606 Sherbourne Street	43.672073	-79.377013	M4X 1X6
20	Zyng Asian Grill	Asian Restaurant	730 Yonge Street	43.668745	-79.386095	M4Y 2BY
21	Lee Chen Asian Diner	Dumpling Restaurant	832 Yonge St.	43.671288	-79.387374	M4W 1J5
22	Tasty Asian Cuisine	Asian Restaurant	649 Yonge St.	43.667949	-79.385641	M4Y 1Z9
23	Asian Fusion	Asian Restaurant	3850 Sheppard Ave E	43.784156	-79.292770	M1T 3L4
26	Asian Gourmet	Asian Restaurant	College	43.656098	-79.410002	NaN

Map visualization

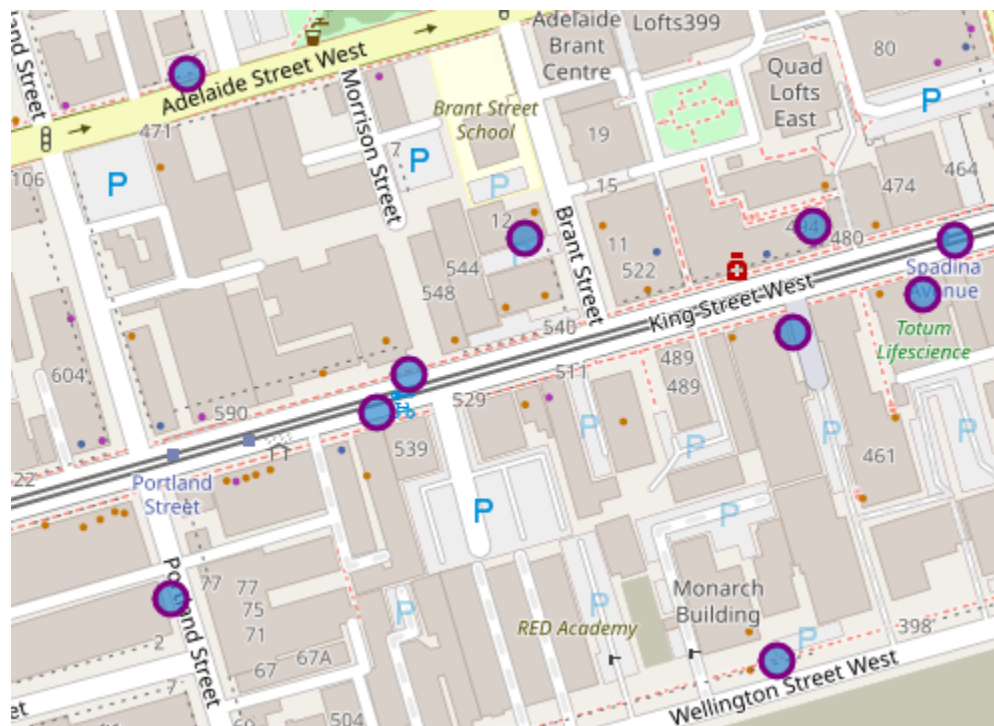


From this data table and map I was able to analyze and pick my sample for analysis of the area.

I picked Spice Route Asian bistro +bar, which is a Thai restaurant as a center point and analyzed its surroundings with top 10 venues within 1000 meter of this point.

Surprisingly, the top 10 venues that were pulled does not had any Asian restaurant in the list.

	name	categories	lat	lng
0	SOMA chocolatemaker	Dessert Shop	43.645328	-79.395714
1	Porchetta & Co	Sandwich Place	43.644664	-79.398813
2	Wilbur Mexicana	Mexican Restaurant	43.644810	-79.398644
3	Rodney's Oyster House	Seafood Restaurant	43.644975	-79.396587
4	Patria	Spanish Restaurant	43.645384	-79.396478
5	Jacobs & Co.	Steakhouse	43.645339	-79.398020
6	Le Sélect Bistro	French Restaurant	43.643699	-79.396667
7	Bar Buca	Italian Restaurant	43.643944	-79.399922
8	Body Blitz Spa West	Spa	43.645976	-79.399834
9	Totum Life Science King	Gym	43.645119	-79.395883



Afterwards , with the help of Foursquare I tried to pull the rating of these top 10 venues but sadly no rating information was available for these venues so, with the help of Word Cloud I was able to identify most popular venue among these which appeared to be Italian and Spanish eat-outs.



Results & Conclusion

The results of this analysis clearly state that , it is a wonderful opportunity for my client to expand its operations in Downtown, Toronto – poste code M5V, as there is no Asian cuisine outlet that serves Asian food there.