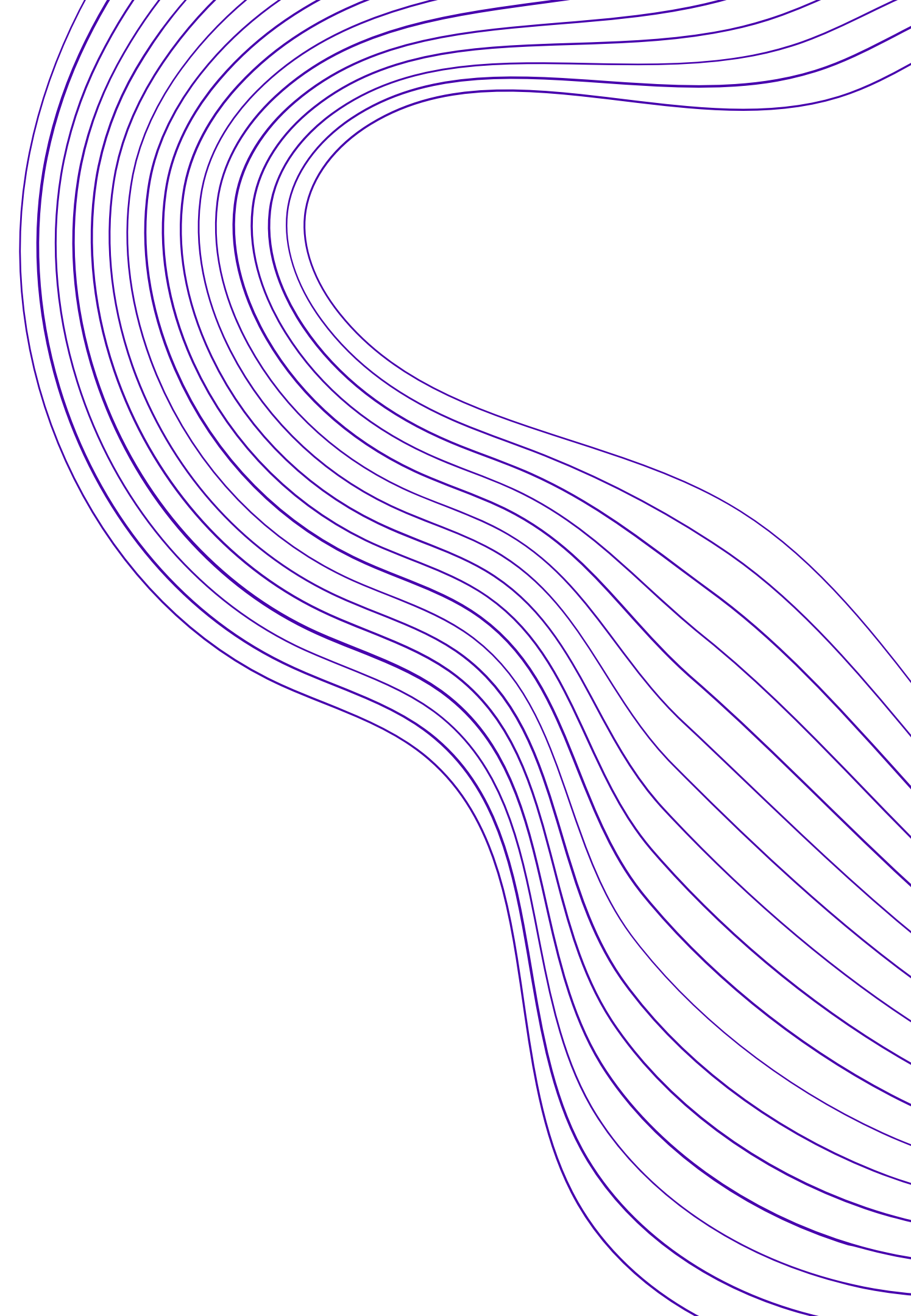


01

ALEJANDRO PLAZA LARREA

# Capstone Project



# Opening a Latino Restaurant

In this final project of the capstone of the IBM Data Science Professional Program, I will define a business problem and try to solve it with the tools presented in the previously mentioned program.

I will explain the process step-by-step, and also provide all the necessary background.



# Opening a Latino Restaurant

03

Toronto is the most populous city in Canada and is home to a variety of nationalities. People from other parts love to have their country food, and also locals can enjoy different tastes.

This project will be about figuring out if opening a Latino Restaurant is a good idea, and if it is, where to open it. We will analyze different neighborhoods, the demographics and the current offer to better match-up our proposal. The stakeholders of this project will be:

- Businessman/Chefs interested in opening/investing restaurants. The project will be useful to them to identify key areas for the business.
- Latino community, who will be grateful to identify areas where they can find food that matches their taste.
- City guides, they will gain insight into the different attributes areas have and how they can improve their service to match the demands in different areas.

# Data

- [List of Postal Codes of Canada](#)
- [Toronto Geospatial Data](#)
- [Demographics of Toronto](#)
- [Bycycle Parking Racks Data](#)
- [Toronto Population Data](#)
- [Foursquare API](#)

# Clustering

05

	LatinoPopulation	NumOfBikeStands	Population	NumOfVenues	Total Latino Population
k0	1.193548	4.387097	22268.483871	27.129032	265.785130
k1	5.090909	0.696970	28613.363636	6.727273	1456.680331
k2	9.500000	0.000000	21048.000000	15.000000	1999.560000
k3	0.000000	30.000000	49195.000000	17.000000	0.000000



# Discussion

We can choose between two different postal code, one is the k0 which is the M5A and the k2 which is the M6A.

The first one has a strong offer of venues and more bike stands, but the Latino population is low. In the other hand, we have half the offer of venues and no bike stands but almost 2000 Latinos living there.

Comparably, the most common venue category of the first postal code is coffee places meanwhile in the only neighborhood of the second option the most common venue is Clothing Store (Coffee Shop is the third most common). It seems that the first option has more offer of restaurants than the second one.