

Aussie Pies



the great Australian bite. . .

. . .coming to Toronto

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INTRODUCTION

The report audience

This report is drafted primarily for an anonymous Australian investor at the embryonic phase of investigating prospects of a new venture. The report may also be of interest to potential investors or business associates considering a commitment to support the endeavour.

The business challenge

This analysis creates an initial market profile of metropolitan food outlets as preparatory research for a proposal to introduce a new product line of Australian meat pies into Canada. This research will focus on the City of Toronto, selected as a potential starter location due to being the most populous Canadian city (1).

Rather than compete with exiting businesses by opening another storefront, the proposed concept is to introduce a product line with a difference, the Australian meat pie. Ideally this will offer food retailers an additional sales opportunity while providing an agile, scalable market entry point for the new venture.

The meat pie is often referred to as national dish in Australia (2; 3). Impulsive snackers and regular fans from the Land Down Under consider the simple, savoury meat pie a staple stomach filler or craving crusher. The typical pie is a hand sized pastry bowl and lid filled with a dollop of diced or minced meat and gravy. As well as the ever-popular plain pie, the convenient hand sized meal comes in a wide range of delicious combinations including peas and mash potato, chicken, curry, mushroom, cheese and bacon or onion.

The super hungry can scale up with another pie or supplement with an equally healthy side dish such as deep-fried potato chips (fries). The venture anticipates that the delicacy from the land Down Under will carve out a cuisine niche among cosmopolitan Canadians with comparable taste traits.

Despite patriotic confidence that Canadians will share a wide appeal for the Aussie version of meat pie, the difficulty breaking into a new market is not underestimated. This analysis will create an initial profile of venues around Toronto that may support the concept. The analysis is preliminary in nature and is intended form a small but important part of any subsequent business case.



Image: (4)





DATA

Data priority

This preliminary analysis is concerned with identifying the profile of venues around the primary metropolitan area of Toronto Canada. The profile aims to identify:

| Venue group | Description | Relevance |
|---------------------------|---|---|
| Casual eateries | Offers refreshments, snacks and meals either as takeaway or sit-down consumption. Includes cafes, coffee shops, diners and sandwich bars. | Initially anticipated as venues most likely to potentially distribute pies as an addition to their offering. |
| Restaurants | Generally, a place where diners would sit down to consume a main meal. | Not a likely distribution channel but indicates the range of cuisine in the area. |
| Bakeries | A venue producing or specialising in flour-based products. | This group of venue is considered the most likely source of direct competition with a comparable product. |
| Specialty eateries | Casual eateries other than restaurants that focus on a specific style of cuisine, from deserts and ice-creams to tacos. | Not a likely distribution channel but indicates the range of cuisine in the area. |
| Bars and pubs | Venues serving alcohol and may offer a wide range of food types, from snacks to full meals. | The venues contribute to drawing potential customers to the area. Some may prospective distribution channels. |
| Transportation | Places that facilitate transportation. | Transport users on the move are prospective consumers of convenient and fast savoury food such as the pie. |
| Household supplies | Venues cover a wide range of goods and services for household consumption, spanning from supermarkets, grocery stores to butchers. | Indicates the range of people who may be drawn to the area, particularly who may seek to purchase food while in the area. |
| Lifestyle | Venues cover anything from parks, churches, entertainment, recreation and sports ground. | Indicates the range of people who may be drawn to the area, particularly who may seek to purchase food while in the area. |
| Other | Any other venue group identified. | Adds to the profile of venues attracting potential consumers to the area. |



Data source - target neighborhoods

The target area is Toronto Canada, within the postal sector 'M'.

Toronto neighborhoods within scope of consideration will be sourced from Wikipedia (5).

The data will be structured into a hierarchy of information categories by Postal Code, Borough and Neighborhood. The relevance of the hierarchy segments is as follows:

- **Borough:** is a Canadian municipal subdivision of a major city, which is Toronto for the purpose of this analysis.
- **Neighborhoods:** smaller communities that form part of the borough.
- **Postal Code:** Mail delivery area associated with a borough or neighborhood.

Wikipedia is used for pragmatic, cost effective access but is not a primary or official record source. There are known inconsistencies such as borough, neighborhood or both classified as 'Not Assigned'. Treatment of these records is covered in the following section headed 'Methodology'.

Data source - spatial data

Location data and venue categories with related geographical coordinates will be sourced from foursquare.com.

The information categories utilised are:

- **Venues:** Categorical records of venues domiciled within respective neighborhoods will be imported, providing indications of popularity within neighborhoods.
- **Spatial data:** Correlated latitude and longitude coordinates will be imported to provide visual analysis of the venues and neighborhoods within scope.

Data solutions

Target neighbourhood information imported from Wikipedia (5) will be expanded by joining with records from Geospatial (6) and Foursquare (7), ultimately joined on common values.

Application of the resulting dataset is intended to provide the following solutions:

- **Database:** Structured information set that defines the scope of information evaluated as part of this initial analysis.
- **Classification:** Numerical conversions will enable mathematical classification calculations from venue categorical records.
- **Clusters:** Consistent themes, classification clusters and outliers will be identified from the sample data.
- **Constraints:** The intent of analysis is an initial sample profile, so venue information will be limited to 100 records within a 500 metre radius.
- **Visualisation:** Additional context will be provided by generating visualisation of spatial proximity and classification clusters.



References

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2. **Lester, Kim**. Meat pie exhibition: How an ancient fast food became an Australian icon. *ABC NEWS*. [Online] ABC, 05 Apr 2016. <https://www.abc.net.au/news/2016-04-04/meat-pie-exhibition-tracks-history-of-australia-iconic-fast-food/7297216>.
3. **Connell, Jan**. The great Australian pie. *Australian food history timeline*. [Online] 2020. <https://australianfoodtimeline.com.au/great-australian-pie/>.
4. **Jchmrt**. File:Sunset Toronto Skyline Panorama Crop from Snake Island.jpg. *WIKIMEDIA COMMONS*. [Online] N.D. https://commons.wikimedia.org/wiki/File:Sunset_Toronto_Skyline_Panorama_Crop_from_Snake_Island.jpg.
5. **Wikipedia**. List of postal codes of Canada: M. [Online] n.d. . https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M.
6. **Cognitive Labs**. [Online] n.d. https://cocl.us/Geospatial_data.
7. **FOURSQUARE**. FOURSQUARE DEVELOPERS. [Online] 2020. <https://developer.foursquare.com/>.
8. **User:Pmx**. File:Canada flag map.svg. https://upload.wikimedia.org/wikipedia/commons/8/8d/Canada_flag_map.svg. [Online] 2007. https://commons.wikimedia.org/wiki/File:Canada_flag_map.svg.





APPENDIX – National food themes

The following table defines how venues with a food theme were attributed to a country.

| Country | Venue Category | Neighborhood count |
|-----------------------|---------------------------|--------------------|
| Japan | Japanese Restaurant | 33 |
| | Sake Bar | 1 |
| | Sushi Restaurant | 25 |
| Japan Total | | 59 |
| Italy | Italian Restaurant | 41 |
| Italy Total | | 41 |
| United States | American Restaurant | 21 |
| | Burger Joint | 9 |
| | Cajun / Creole Restaurant | 1 |
| | New American Restaurant | 8 |
| United States Total | | 39 |
| Thailand | Asian Restaurant | 11 |
| | Thai Restaurant | 19 |
| Thailand Total | | 30 |
| Mexico | Burrito Place | 11 |
| | Mexican Restaurant | 10 |
| | Taco Place | 1 |
| Mexico Total | | 22 |
| France | Creperie | 8 |
| | French Restaurant | 10 |
| | Modern European | |
| | Restaurant | 3 |
| France Total | | 21 |
| Greece | Greek Restaurant | 13 |
| | Mediterranean Restaurant | 4 |
| Greece Total | | 17 |
| China | Chinese Restaurant | 6 |
| | Noodle House | 1 |
| | Ramen Restaurant | 4 |
| China Total | | 11 |
| Saudia Arabia | Middle Eastern Restaurant | 8 |
| Saudia Arabia Total | | 8 |
| Brazil | Brazilian Restaurant | 3 |
| | Latin American Restaurant | 4 |
| Brazil Total | | 7 |
| India | Indian Restaurant | 7 |
| India Total | | 7 |
| Vietnam | Vietnamese Restaurant | 7 |
| Vietnam Total | | 7 |
| Ireland | Irish Pub | 5 |
| Ireland Total | | 5 |
| South Caribbean | Caribbean Restaurant | 4 |
| South Caribbean Total | | 4 |





| Country | Venue Category | Neighborhood count |
|-------------------|-----------------------------|--------------------|
| Turkey | Doner Restaurant | 1 |
| | Falafel Restaurant | 2 |
| | Hookah Bar | 1 |
| Turkey Total | | 4 |
| Hungary | Eastern European Restaurant | 3 |
| Hungary Total | | 3 |
| Cuba | Cuban Restaurant | 2 |
| Cuba Total | | 2 |
| Malaysia | Malay Restaurant | 2 |
| Malaysia Total | | 2 |
| Morocco | Moroccan Restaurant | 2 |
| Morocco Total | | 2 |
| Colombia | Colombian Restaurant | 2 |
| Colombia Total | | 2 |
| South Korea | Korean Restaurant | 2 |
| South Korea Total | | 2 |
| Afghanistan | Afghan Restaurant | 2 |
| Afghanistan Total | | 2 |
| Belgium | Belgian Restaurant | 2 |
| Belgium Total | | 2 |
| Taiwan | | 1 |
| Philippines | | 1 |
| Germany | | 1 |
| Ethiopia | | 1 |
| Grand Total | | 303 |





Image: (23)

