

Capstone Project: Battle of the Neighborhoods

Part 1: Introduction / Business Problem

1.1 Discussion of the problem and the background

“Which Toronto neighborhood is the most ideal to start an Indian restaurant?”

My Canadian client, Mr Singh, owns a chain of Indian restaurants in various popular cities in Canada – including Montreal, Vancouver and Quebec. He now wishes to start an Indian restaurant in Toronto.

Mr Singh wants me to consult him on which locality or neighborhood of Toronto is best suited to start his Indian restaurant. He has put forth the following criterion which needs to be satisfied in my work:

- The locality or the neighborhood ideally should be situated in Downtown Toronto. The second preference would be West Toronto.
- The neighborhood should not have any restaurant among its top 2 commonly visited places

The task here is to recommend the best possible location in Toronto which satisfies both the criteria above and allows Mr Singh to start a successful Indian restaurant.

1.2 Target Audience

Toronto is one of the most ethnically diverse cities in Canada, with over 51% of the population belonging to a specific minority group. Per the survey conducted in 2016, approximately 12.6% of the population is South-Asian. Opening an Indian restaurant in Toronto could prove to be a profitable proposition, given its popularity as a cuisine not only among the south Asians but all over the world.