

# Toronto Restaurant Analysis

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# OUTLINE

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  - Visualization – Charts
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- Discussion
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# EXECUTIVE SUMMARY

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- The following report contains analysis regarding neighborhoods in Toronto, Ontario, Canada and which areas, if any, would be best suited to open a new restaurant.
- The main focus of the report are:
  - Neighborhood Clusters
  - Number of Restaurants per cluster
- Toronto has a vibrant and diverse culinary scene. With international acclaimed chefs calling Toronto home, there is something to cater to even the most picky eaters.
- Data was analyzed and sectioned into three (3) cluster groups throughout the city. After review, cluster 2 produced the most restaurants with a majority being in Downtown and Central Toronto.
- Fewer restaurants were located in cluster 0, which was composed of East and West Toronto.
- Due to its location, Downtown Toronto is an ideal location for a new restaurant, however, the competition from other restaurants/chefs will be intense.



# INTRODUCTION

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- For millions of people, restaurants, whether fast food or fine dining, are part of their every day personal and professional lives. Restaurants provide the perfect backdrop for birthday celebrations, rehearsal dinners, catching up with friends and loved ones, or business meetings with potential clients.
- There is a restaurant for every occasion, which provides a unique and welcoming atmosphere. According to statista.com, "The restaurant industry in the United States has seen healthy growth over the past few decades. As a leading contributor to the global restaurant market, the U.S. restaurant industry's food and drink sales have more than doubled since 2000, reaching an all-time high of approximately 800 billion U.S. dollars in 2017." It is no wonder so many people have decided to break into the restaurant industry in order to work for themselves!
- Business Problem: This report will focus on if an individual is looking to open a restaurant in Toronto, Canada, what location will be best in order to provide long term sustainability and maximize profits.

# METHODOLOGY

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- In order to research this further, we will use the following data to assist with our analysis in order to create maps and clustering models.
  - Neighborhood information for Toronto, Canada (latitudes/longitude)
  - Restaurant information for Toronto, Canada (Foursquare API)
  - Additional demographic information regarding residents
  - In order to collect neighborhood data, the following will be used [https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada:\\_M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M) and [https://cocl.us/Geospatial\\_data](https://cocl.us/Geospatial_data).
- Data was then mined, wrangled, scraped and cleaned for the purposes of this report
- The data was analyzed in order to find the most ideal location in Toronto to open a restaurant.

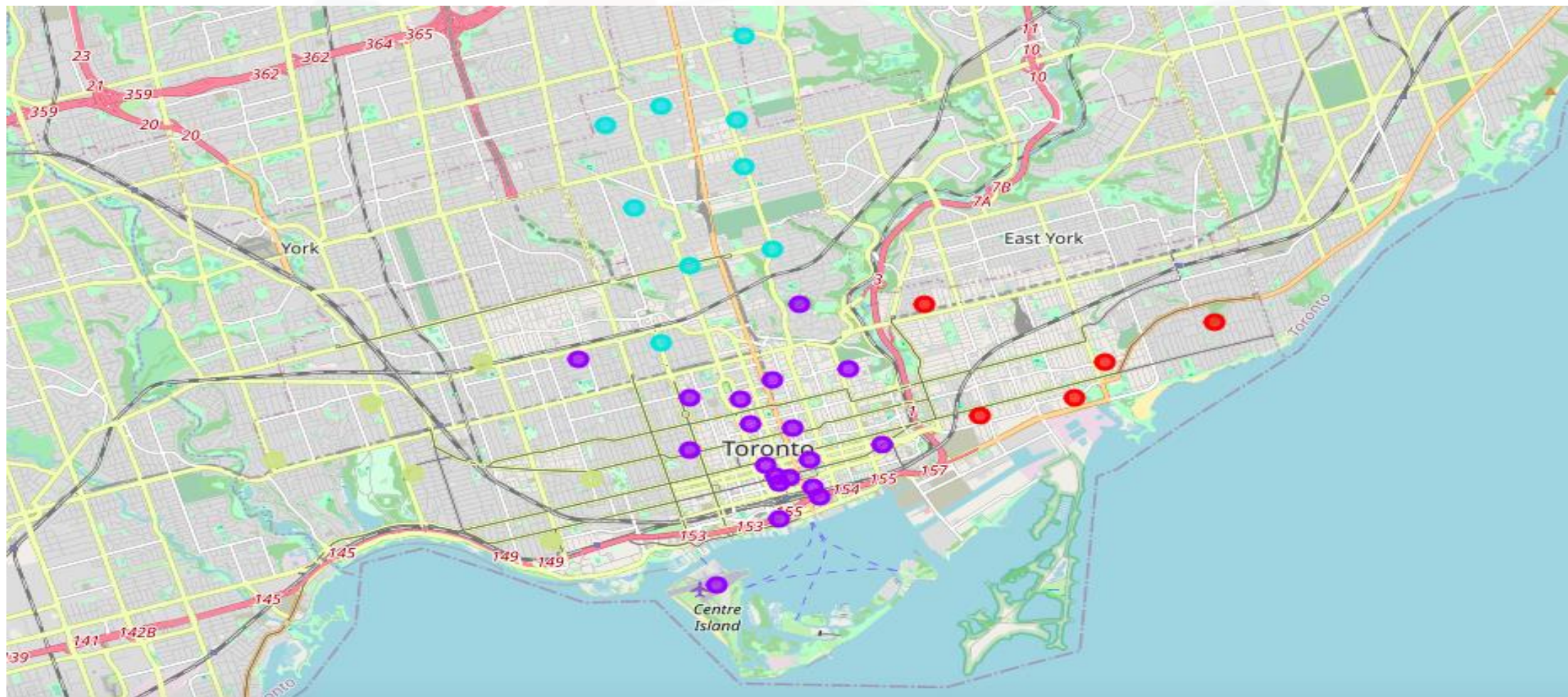
# RESULTS

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- The data has been organized into:
  - Toronto Neighborhoods
  - The top 100 venues within a 2000 meter radius
  - Venue information to include Restaurants only
- The neighborhood and venue information was used to determine what venues appear most in each neighborhood.
- The restaurant only data is used to determine what area(s) would be most ideal for a potential new restaurant based on what is currently offered.
- Graphs and maps are provided to assist with reviewing data



# Targeted Toronto Neighborhood Clusters



# Targeted Neighborhood Clusters - Findings and Implications

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## Findings

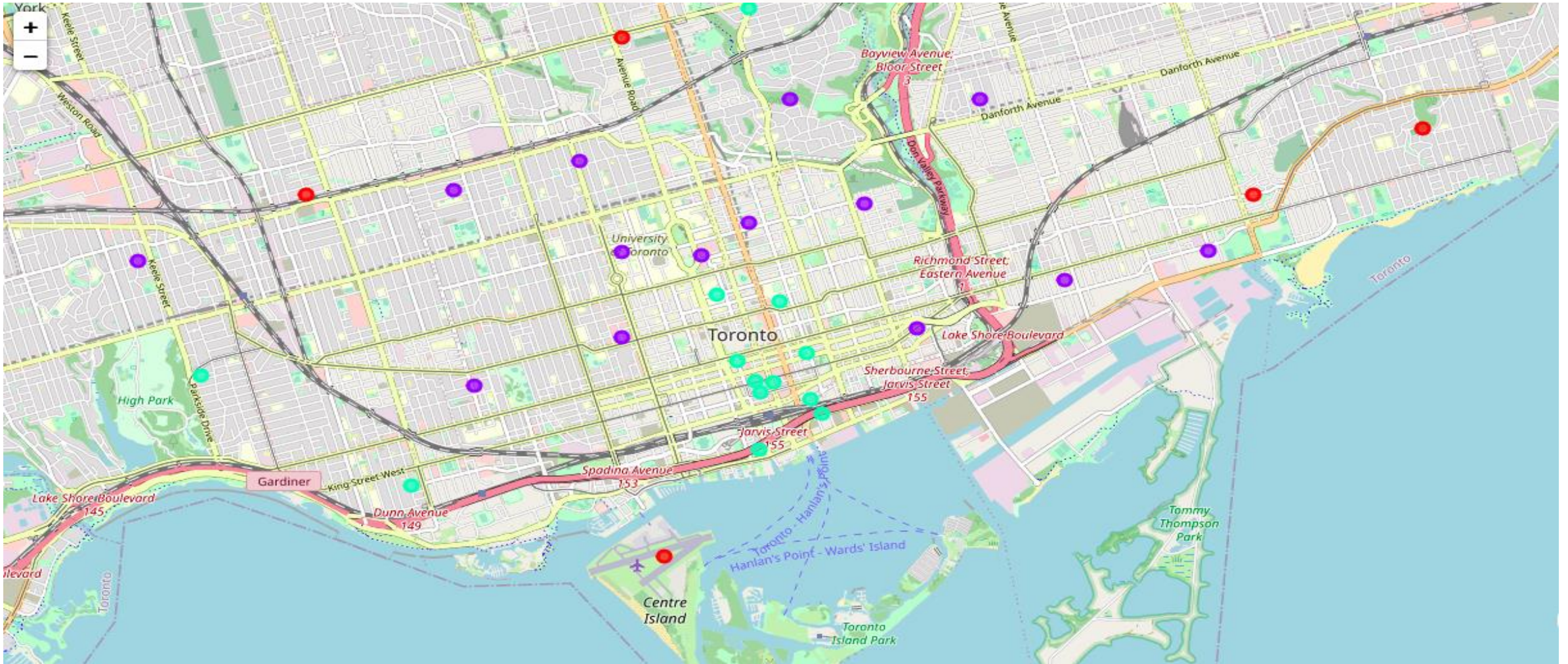
- There are several neighborhoods in cluster 2, represented by purple on the previous map. This will allow for more potential foot traffic versus neighborhoods further outside Central and Downtown Toronto
- Cluster 1 represented by blue on the previous map has a fair number of neighborhoods, but are further spaced than cluster 2
- Cluster 0 represented by red on the previous map has the fewest neighborhoods in the targeted areas

## Implications

- Competition among already established restaurants in this cluster could be intense
- Due to being in more suburban areas, the type of restaurant opened would have to be tailored to the demographics of the area in order to be successful
- Due to having fewer neighborhoods further apart, sustaining a restaurant in this cluster is not ideal



# Restaurant Clusters



# DATABASE TRENDS - FINDINGS & IMPLICATIONS

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## Findings

- Cluster 2, represented by "Green" on the previous map hosts the majority of restaurants, which consist within Central and Downtown Toronto
- Cluster 1, represented by purple on the map has a fair number of restaurants, however they are more spaced out and not centrally located
- Cluster 0, represented by red on the previous map consists of the fewest restaurants located within East and West Toronto

## Implications

- Due to its popularity, competition in this area will be more intense versus areas in clusters 0 and 1, however the benefits could be endless
- Although Cluster 1 has a fair amount of restaurants already, they are more spaced out venturing into the suburbs of Toronto, resulting in a less availability for customers
- Cluster 0 is predominately residential with the fewest restaurant options available



# DISCUSSION

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# OVERALL FINDINGS & IMPLICATIONS

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## Findings

- Overall, Central/Downtown Toronto is the most ideal location out of the areas analyzed to open a restaurant. This area has the most neighborhoods, which will increase the potential foot traffic for a restaurant.
- Due to being more populous than the other areas looked at, it will provide a wider range of demographics, thus allowing the restaurant to reach a broader range of potential customers.
- The area also hosts a good number of already established restaurants. It is recommended the company consider if it would like to open a restaurant from its portfolio that is already an established name/brand, or if it would prefer to try a new concept.

## Implications

- It could be difficult to break into the Toronto food scene if the company decided to try a new concept verses one of its already established brands.
- Due to its popularity, Central/Downtown Toronto is already home to several already established restaurants.
- The company will need to offer something not already available in the area as well as embark on an aggressive advertising campaign.

# CONCLUSION

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- The purpose of this report was to analyze and review neighborhoods in Toronto, Ontario, Canada to determine, which areas, if any, would be best suited to open a new restaurant.
- Based on the results of the data, cluster 2, which consists mainly of Central and Downtown Toronto, is the most ideal location to open a restaurant.
- Central and Downtown Toronto is a mix of residential and business areas with several locations being fully walkable and not requiring the use of vehicles. Mixed with beautiful outdoor patios to Michelin Star restaurants, it is the ideal location for anyone looking to open a restaurant.
- It is recommended the company take advantage of Toronto's vibrant and diverse culinary scene, specifically in the Central and downtown area, which is only expected to continue growing in the future.

# APPENDIX

	Neighborhood	Restaurant	Cluster Labels	PostalCode	Borough	Latitude	Longitude	Label
28	Runnymede, Swansea	0.01	0	M6S	West Toronto	43.651571	-79.484450	3
10	Dufferin, Dovercourt Village	0.00	0	M6H	West Toronto	43.669005	-79.442259	3
33	Summerhill West, Rathnelly, South Hill, Forest...	0.01	0	M4V	Central Toronto	43.686412	-79.400049	2
16	India Bazaar, The Beaches West	0.01	0	M4L	East Toronto	43.668999	-79.315572	4
35	The Beaches	0.00	0	M4E	East Toronto	43.676357	-79.293031	4
3	CN Tower, King and Spadina, Railway Lands, Har...	0.00	0	M5V	Downtown Toronto	43.628947	-79.394420	1



# APPENDIX CONTINUED

	Neighborhood	Restaurant	Cluster Labels	PostalCode	Borough	Latitude	Longitude	Label
34	The Annex, North Midtown, Yorkville	0.020000	1	M5R	Central Toronto	43.672710	-79.405678	2
32	Studio District	0.020000	1	M4M	East Toronto	43.659526	-79.340923	4
30	St. James Town, Cabbagetown	0.030000	1	M4X	Downtown Toronto	43.667967	-79.367675	1
17	Kensington Market, Chinatown, Grange Park	0.030000	1	M5T	Downtown Toronto	43.653206	-79.400049	1
26	Rosedale	0.020000	1	M4W	Downtown Toronto	43.679563	-79.377529	1
36	The Danforth West, Riverdale	0.020000	1	M4K	East Toronto	43.679557	-79.352188	4
24	Regent Park, Harbourfront	0.030000	1	M5A	Downtown Toronto	43.654260	-79.360636	1
23	Queen's Park, Ontario Provincial Government	0.030000	1	M7A	Downtown Toronto	43.662301	-79.389494	1
21	North Toronto West, Lawrence Park	0.020000	1	M4R	Central Toronto	43.715383	-79.405678	2
18	Lawrence Park	0.021505	1	M4N	Central Toronto	43.728020	-79.388790	2
19	Little Portugal, Trinity	0.030000	1	M6J	West Toronto	43.647927	-79.419750	3
38	University of Toronto, Harbord	0.030000	1	M5S	Downtown Toronto	43.662696	-79.400049	1
2	Business reply mail Processing Centre, South C...	0.020000	1	M7Y	East Toronto	43.662744	-79.321558	4
5	Christie	0.030000	1	M6G	Downtown Toronto	43.669542	-79.422564	1
12	Forest Hill North & West, Forest Hill Road Park	0.030000	1	M5P	Central Toronto	43.696948	-79.411307	2
6	Church and Wellesley	0.020000	1	M4Y	Downtown Toronto	43.665860	-79.383160	1
15	High Park, The Junction South	0.030000	1	M6P	West Toronto	43.661608	-79.464763	3

# APPENDIX CONTINUED

	Neighborhood	Restaurant	Cluster Labels	PostalCode	Borough	Latitude	Longitude	Label
14	Harbourfront East, Union Station, Toronto Islands	0.04	2	M5J	Downtown Toronto	43.640816	-79.381752	1
1	Brockton, Parkdale Village, Exhibition Place	0.05	2	M6K	West Toronto	43.636847	-79.428191	3
4	Central Bay Street	0.06	2	M5G	Downtown Toronto	43.657952	-79.387383	1
31	Stn A PO Boxes	0.04	2	M5W	Downtown Toronto	43.646435	-79.374846	1
7	Commerce Court, Victoria Hotel	0.05	2	M5L	Downtown Toronto	43.648198	-79.379817	1
29	St. James Town	0.04	2	M5C	Downtown Toronto	43.651494	-79.375418	1
8	Davisville	0.04	2	M4S	Central Toronto	43.704324	-79.388790	2
9	Davisville North	0.04	2	M4P	Central Toronto	43.712751	-79.390197	2
25	Richmond, Adelaide, King	0.05	2	M5H	Downtown Toronto	43.650571	-79.384568	1
11	First Canadian Place, Underground city	0.05	2	M5X	Downtown Toronto	43.648429	-79.382280	1
22	Parkdale, Roncesvalles	0.04	2	M6R	West Toronto	43.648960	-79.456325	3
13	Garden District, Ryerson	0.05	2	M5B	Downtown Toronto	43.657162	-79.378937	1
20	Moore Park, Summerhill East	0.04	2	M4T	Central Toronto	43.689574	-79.383160	2
37	Toronto Dominion Centre, Design Exchange	0.05	2	M5K	Downtown Toronto	43.647177	-79.381576	1
27	Roselawn	0.04	2	M5N	Central Toronto	43.711695	-79.416936	2
0	Berczy Park	0.04	2	M5E	Downtown Toronto	43.644771	-79.373306	1