Finding suitable locations for a Restaurant in Downtown Toronto, Canada

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1. Introduction:

1.1. Business Problem:

This project aims at identifying a suitable location to open a new restaurant in the city of Toronto, Canada, specifically Downtown Toronto. Through this project, I aim to ease the process of shortlisting the most suitable locations for such a venture using map data from Foursquare.

Although a lot of factors must be considered in such cases, our primary goal is to find areas with a low-to-moderate density of restaurants, which are also close to the city center. This will be helpful to ensure good footfall in our restaurant, while also maintaining a healthy level of competition with other restaurants for maximum growth of our business.

1.2. Interest:

This project will be of great use to stakeholders interested in opening a new restaurant in the Downtown Toronto area, and especially to those looking to bounce back after the coronavirus pandemic has pushed many out of business, and to those looking to cash in on the surge of customers getting out of their homes after the pandemic scare and repeated lockdowns.