

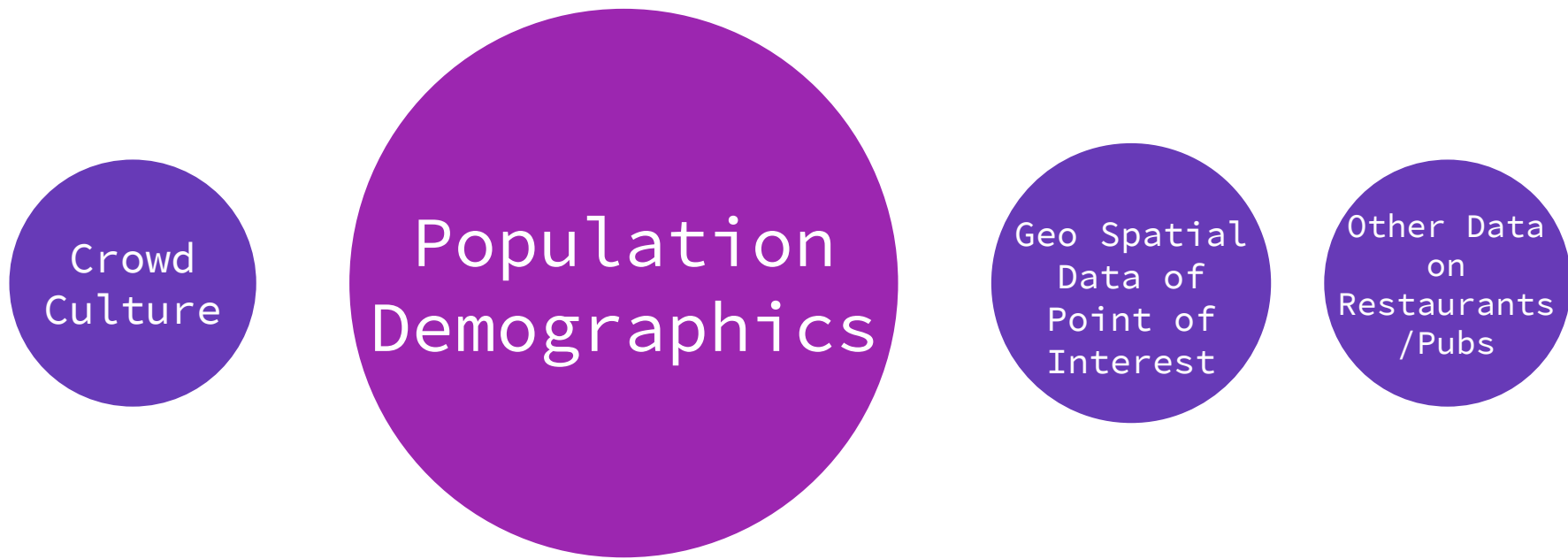
Opportunity analysis for opening a Nightlife Food Restaurant/Pub/Brewery

An approach based on clustering and Analysis

Problem Scope

Let's say a Vendor is looking forward to open pub/brewery nightlife restaurant in one of the locations in the city of Toronto. A market study needs to be done to understand the competition in different locality, resources availability, demographics of the crowd and response of crowd he might get. And looking forward the vendor is also thinking about directly get fresh grocery supply from farms. At an optimal cost. At the same time vendor would also like the information about crowd culture at different places. So that he can either make selection of locality based on culture or change/modify his menu suiting to the crowd culture.

Data Sourcing



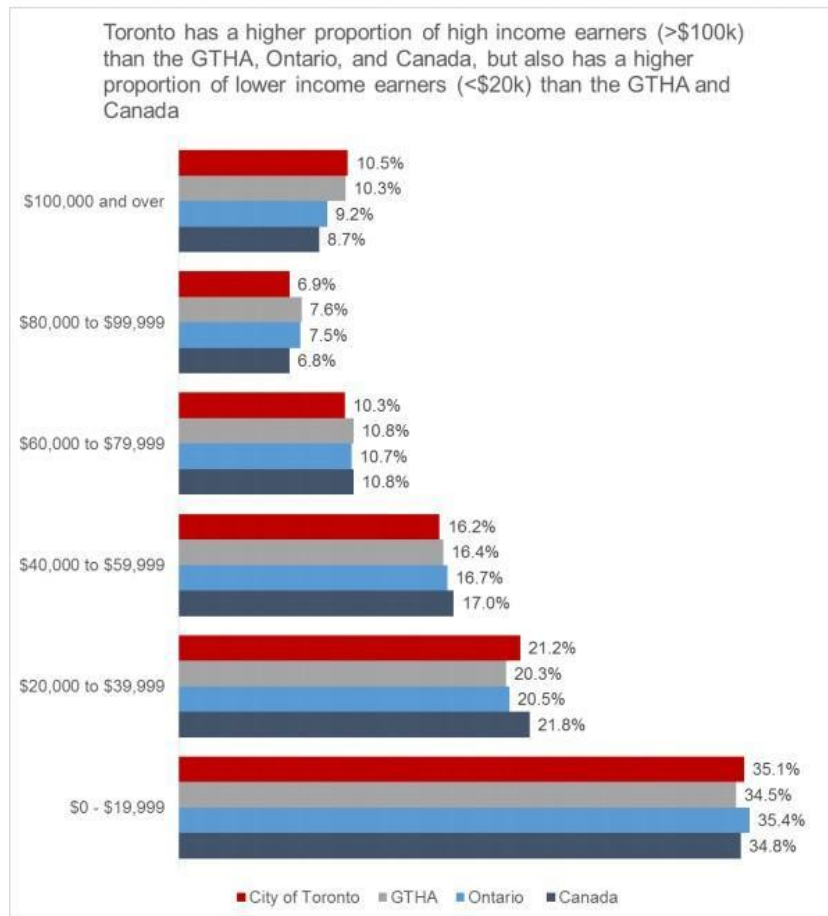
Demographics of Population Incomes

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This gives us a idea about the crowd and price average they would be ready to spend on nightlife hangouts.

Upon more observation we can also identify the trend of frequency on visits.

Figure 6: Proportion of individuals with employment income by selected income brackets, Census Division for Toronto, the Greater Toronto and Hamilton Area, Ontario and Canada



Impact of Customer based on nearest Places of interest

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Nearby Neighbourhood Public Places of interest might have a positive correlation on number of visitors.

By the assumption that the crowd visiting the nearby places might be potential customer.

Postal Code		Borough	Neighbourhood	Latitude	Longitude
M1B	Scarborough		Malvern, Rouge	43.806686	-79.194353
M1C	Scarborough	Highland Creek, Port Union, Rouge Hill		43.784535	-79.160497
M1E	Scarborough	Guildwood, Morningside, West Hill		43.763573	-79.188711
M1G	Scarborough		Woburn	43.770992	-79.216917
M1H	Scarborough		Cedarbrae	43.773136	-79.239476

Conclusion

The sector with densely population dots are clearly a potential options and red spots are the best hotspots.

Further Market analysis on locations can be made to decide the further business roll out plan

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