

# CAPSTONE PROJECT

IBM Data Science Professional Certificate

- ▶ Introduction: Business Problem
- ▶ Data
- ▶ Methodology and Data Analysis
- ▶ Results and Discussion
- ▶ Conclusion

# TABLE OF CONTENTS

- ▶ In this project, we will try to assist a Restaurant Owner in determining the location for their 10th restaurant.
- ▶ Tianna Black is a well known Soul Food Chef in Toronto, Canada. She currently has 9 family-owned and operated restaurants and is looking to open her 10th restaurant in Downtown Toronto.

## INTRODUCTION: BUSINESS PROBLEM

In order to solve this problem we will need to analyze the neighborhood and look at the following items that would impact the location of the restaurant

- ▶ number of all restaurants
- ▶ number of soul food based restaurants

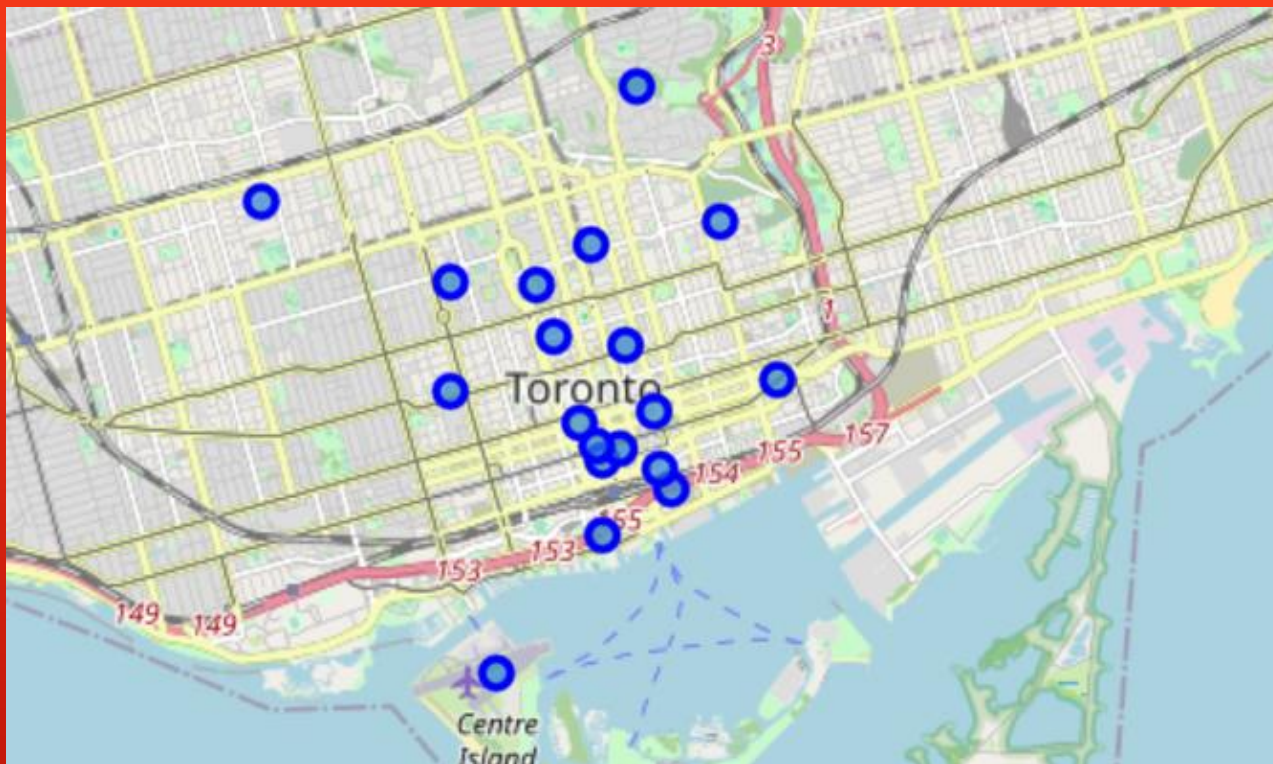
I will be using the following data sources for the analysis

- ▶ Geography data (Provided in a previous course)
- ▶ Foursquare API
- ▶ Wikipedia page (Provided in a previous course)

# DATA



ALL POSSIBLE NEIGHBORHOODS IN  
TORONTO



# DOWNTOWN TORONTO

Neighborhood Latitude Neighborhood	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category	
Berczy Park	84	84	84	84	84	84
CN Tower, King and Spadina, Railway Lands, Harbourfront West, Bathurst Quay, South Niagara, Island airport	62	62	62	62	62	62
Central Bay Street	96	96	96	96	96	96
Christie	94	94	94	94	94	94
Church and Wellesley	90	90	90	90	90	90
Commerce Court, Victoria Hotel	94	94	94	94	94	94
First Canadian Place, Underground city	97	97	97	97	97	97
Garden District, Ryerson	93	93	93	93	93	93
Harbourfront East, Union Station, Toronto Islands	65	65	65	65	65	65
Kensington Market, Chinatown, Grange Park	93	93	93	93	93	93
Queen's Park, Ontario Provincial Government	72	72	72	72	72	72
Regent Park, Harbourfront	90	90	90	90	90	90
Richmond, Adelaide, King	97	97	97	97	97	97
Rosedale	87	87	87	87	87	87
St. James Town	93	93	93	93	93	93
St. James Town, Cabbagetown	92	92	92	92	92	92
Stn A PO Boxes	55	55	55	55	55	55
Toronto Dominion Centre, Design Exchange	95	95	95	95	95	95
University of Toronto, Harbord	96	96	96	96	96	96

# NUMBER OF VENUES BY NEIGHBORHOOD





There are 310 unique categories.



Majority of the places are  
Offices, Apartments



Of the places that served  
food, many were cafes,  
coffee shops, and food trucks

OVERALL  
DOWNTOWN  
TORONTO

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Downtown Toronto has a lot of venues which would translate into a lot of foot traffic. There also does not seem to be any other restaurants that specialize in Soul food either which would be beneficial to her company as well because of the lack of competition.

## RESULTS AND DISCUSSION

In conclusion, my suggestion to Tianna would be to proceed with opening her new restaurant in Downtown Toronto. While this area is well populated with venues and foot traffic, it is does not have a soul food restaurant in this area.

## CONCLUSION