

Where to open a new fast food restaurant in Toronto?

Introduction

I will be examining which boroughs are the best to open a new fast food restaurant in Toronto. I assume that areas with the lowest amount of (fast food) restaurants would be the best ones. This project might be interesting for anyone planning to open a new fast food restaurant, whether it's a chain (e. g. KFC) or a small business.

Data

Using Foursquare location data, I will find out which boroughs have the lowest number of fast food restaurants, and also where exactly in these boroughs are restaurants of other kinds located.

Methodology

I will start by creating a data frame containing a list of all boroughs and neighborhoods in Toronto, including their postal codes, latitude, and longitude. Then I will examine the number of fast food restaurants in each neighborhood using the Foursquare API. Using one hot encoding, I will generate a data frame that contains all neighborhoods and the number of venues located in them, according to the Foursquare venues categories. I will later drop all columns with neighborhoods who already have some fast food restaurants (around half of all Toronto neighborhoods). By visualizing the neighborhoods without fast food restaurants on a map, it becomes apparent that most of these neighborhoods are scattered around downtown Toronto. Using the Foursquare API again, I will generate a list of all restaurants located in the city center. By visualizing these restaurants on a map, I can see that most of them are centered around the same spot, while there are no restaurants in other parts of the Toronto city center. I suggest these parts of Toronto as an ideal location for a new fast food restaurant.

Results

Using the methods outlined above, I suggest that the best place to open a new fast food restaurant in Toronto is in the city center around University-Rosedale, as there are no other restaurants in the area and no fast food restaurants even in the surrounding neighborhoods.

Discussion

I noted that neighborhoods without any fast food restaurants are scattered all over Toronto, however, most of them are clustered around the city center, meaning that it is hard to find a fast food restaurant directly in the hearth of Toronto. In the area around University-Rosedale, there are even no restaurants at all, and I would therefore suggest opening a new fast food restaurant there, as it might easily get the attention of university students, tourists, and office employees.

Conclusion

This project's goal was to find out what is the best area in Toronto to open a new fast food restaurant. Based on my data analysis, I suggest that the best place is around University-Rosedale (close to the Queen's Park and Ontario Provincial Parliament).