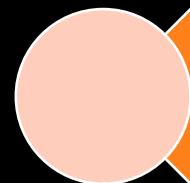


# The Battle of Neighborhoods

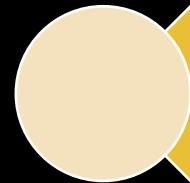
## Best Place for Sushi Restaurants in Toronto

Course Project for Applied Data Science Capstone

# AGENDA



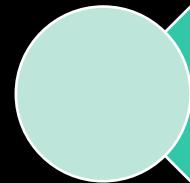
Introduction



Data and Visualization



Methodology



Result and Discussion

# INTRODUCTION

- For a city of enthusiastic eaters, it's no surprise that food startups are emerging as one of Toronto's most attractive areas for entrepreneurship. Toronto is a city where people form long lines for a taste of new restaurants. With a half of the city's population born outside of Canada, the downtown core and attached neighbourhoods easily offer anything from pho and jerk chicken to ballotines and samosas.
- So Torontonians are always going to be interested in trying food from all over the world and Sushi is always among the Torontonians' favorite foods. In this report, I would like to explore the neighborhoods of the Toronto city and find out the potential best place to open a sushi restaurant.

# City of Toronto's Existing Food Connections



# DATA

The data containing geolocations of sushi restaurants and neighborhoods will be collected from FourSquare. The location dataframe scraped from the online webpage consists of columns:

- “PostalCode”,
- “Borough”,
- “Neighborhood”,
- “Latitude”,
- “Longitude”.

The nearby-venue dataframe from FourSquare consists of columns:

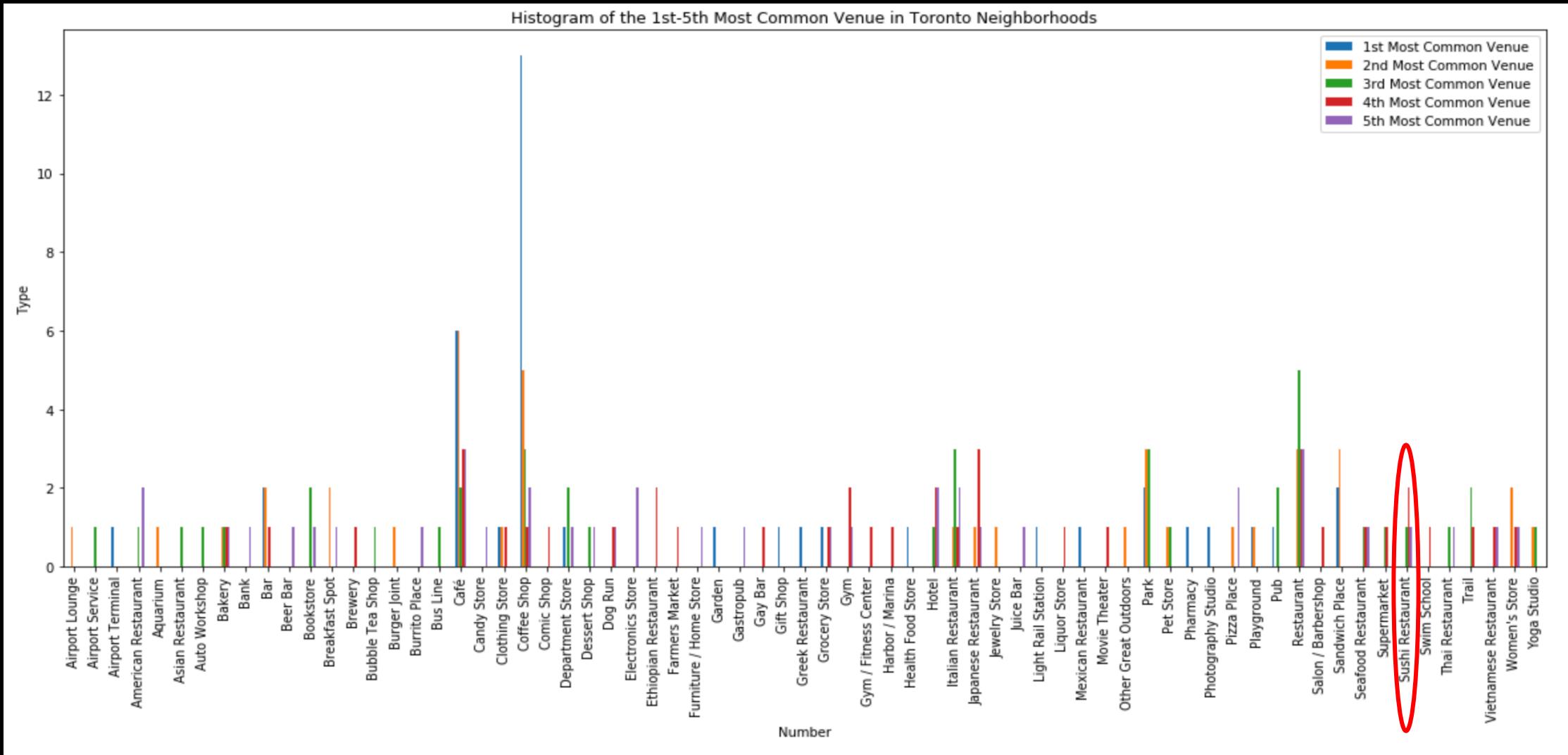
- “Neighborhood”,
- “Neighborhood Latitude”,
- “Neighborhood Longitude”,
- “Venue”,
- “Venue Latitude”,
- “Venue Longitude”,
- “Venue Category”.

After counting by “Neighborhood”, we will be able to list the top 5 most common venues in each neighborhood and the location of already existing sushi restaurants. In the end, we can carry out an unsupervised machine learning technique to determine the area of influence of the existing sushi restaurants, and find the possible optimal locations for our sushi start up

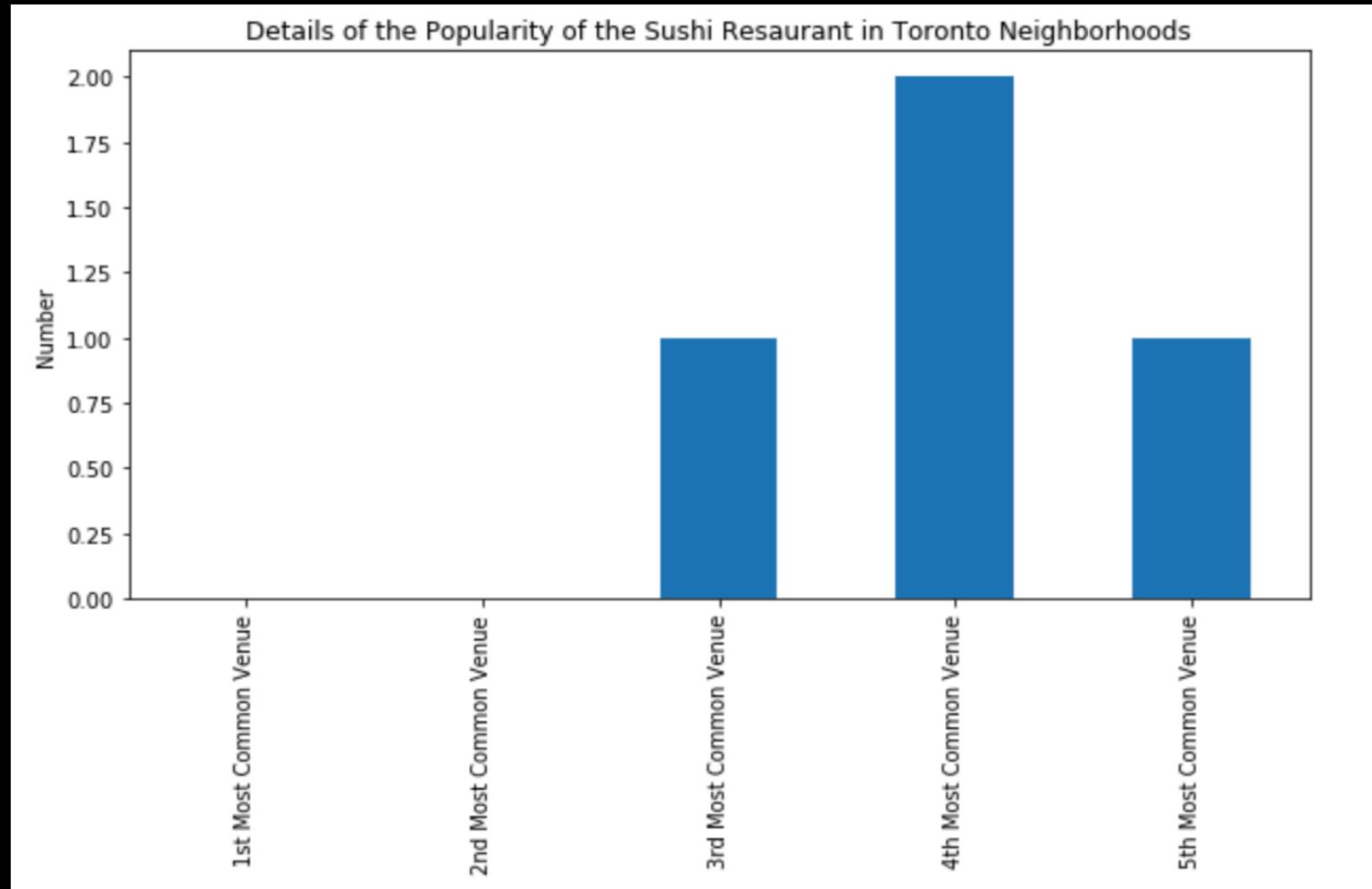
# DATA VISUALIZATION – NEIGHBORHOODS OF TORONTO



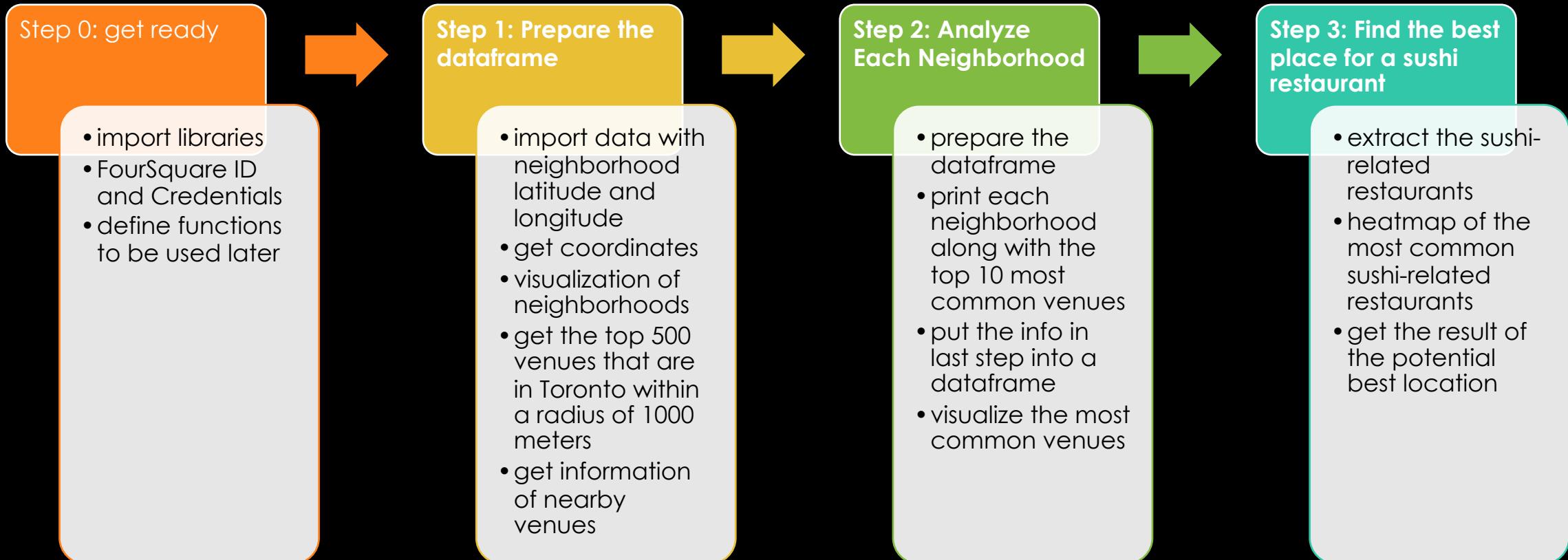
# DATA VISUALIZATION – MOST COMMON VENUES



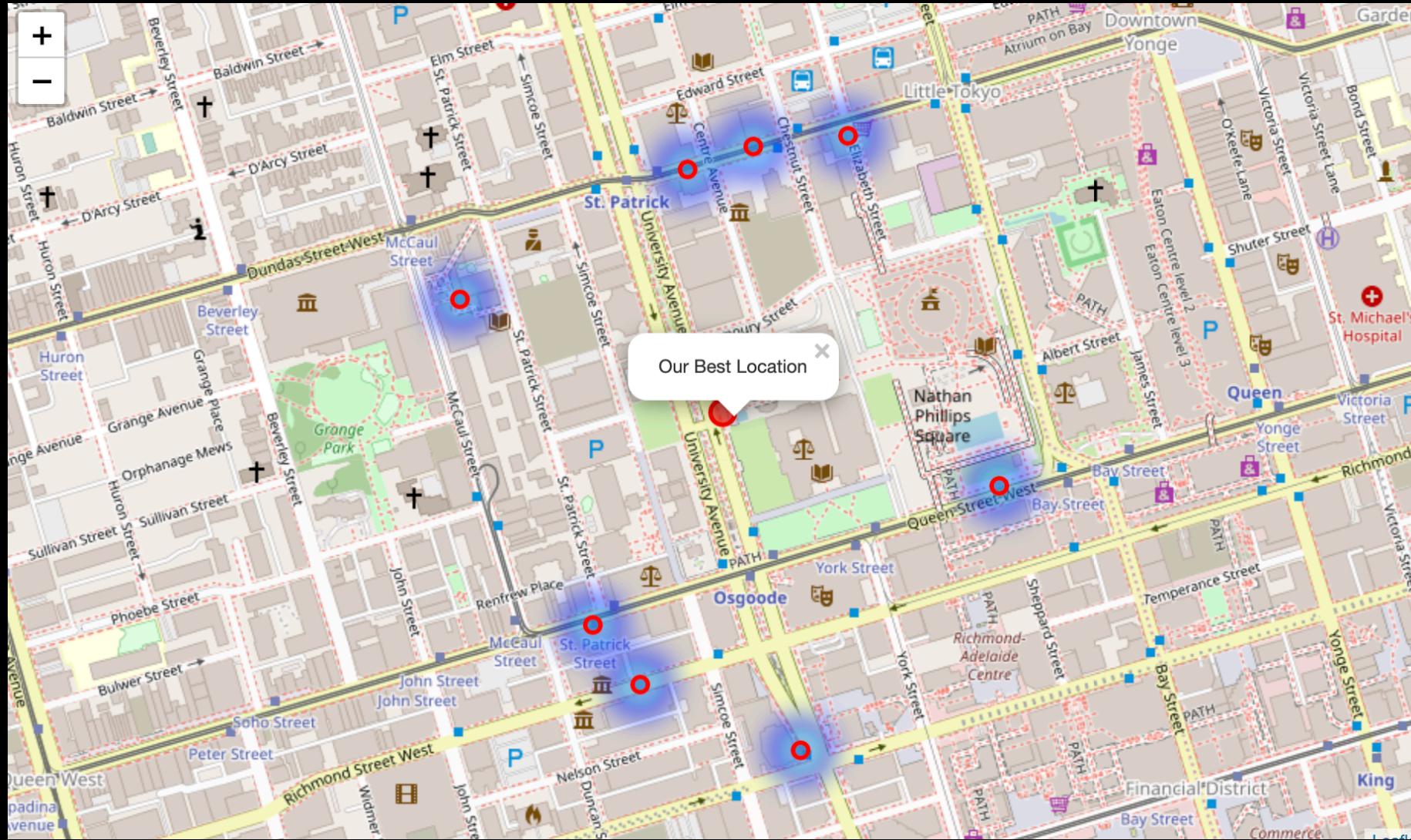
# DATA VISUALIZATION – POPULARITY OF THE SUSHI RESTAURANT



# METHODOLOGY



# RESULT



From taking the mean of most popular sushi-related restaurants in Toronto, we finally get our result of potential best place for a new sushi restaurant --

**On University Avenue to the south of University/Armoury.**

# DISCUSSION

- The sushi restaurant is among one of the most popular venues in the city of Toronto. With 1 3rd most common, 2 4th most common and 1 5th most common ranks in the neighborhoods of Toronto, we can see that opening a sushi restaurant can be a promising business to start.
- Although there can be more factors affecting the choice of location in the real life such as rent, prices and traffic conditions, we are able to obtain the result of a potential best place by assessing the location and popularity of other popular sushi-related restaurants.
- Finally, we have our best place - University Avenue to the south of University/Armoury. The address is in the neighborhood where sushi is loved and it also has a fair distance from all the other popular sushi-related restaurants.



Thank you for watching!