X Sushi Bar Location plan

Summary

X Sushi Restaurant, LLC is a standard sushi bar business that will be located in Toronto Ontario Canada. The restaurant will be involved in full-service dining sushi sales, beverage sales and take-out sushi sales et al. There are many large and small sushi restaurants all around Toronto, which is why we spent time and resources to conduct our 'location searching plan'.

Here are some bullet points on the desired location:

- A neighborhood with college students

- Walking distance from major office buildings

- Limited number of competitors nearby

Data description

- Toronto neighborhood data with postal codes

  - Source: wikipedia

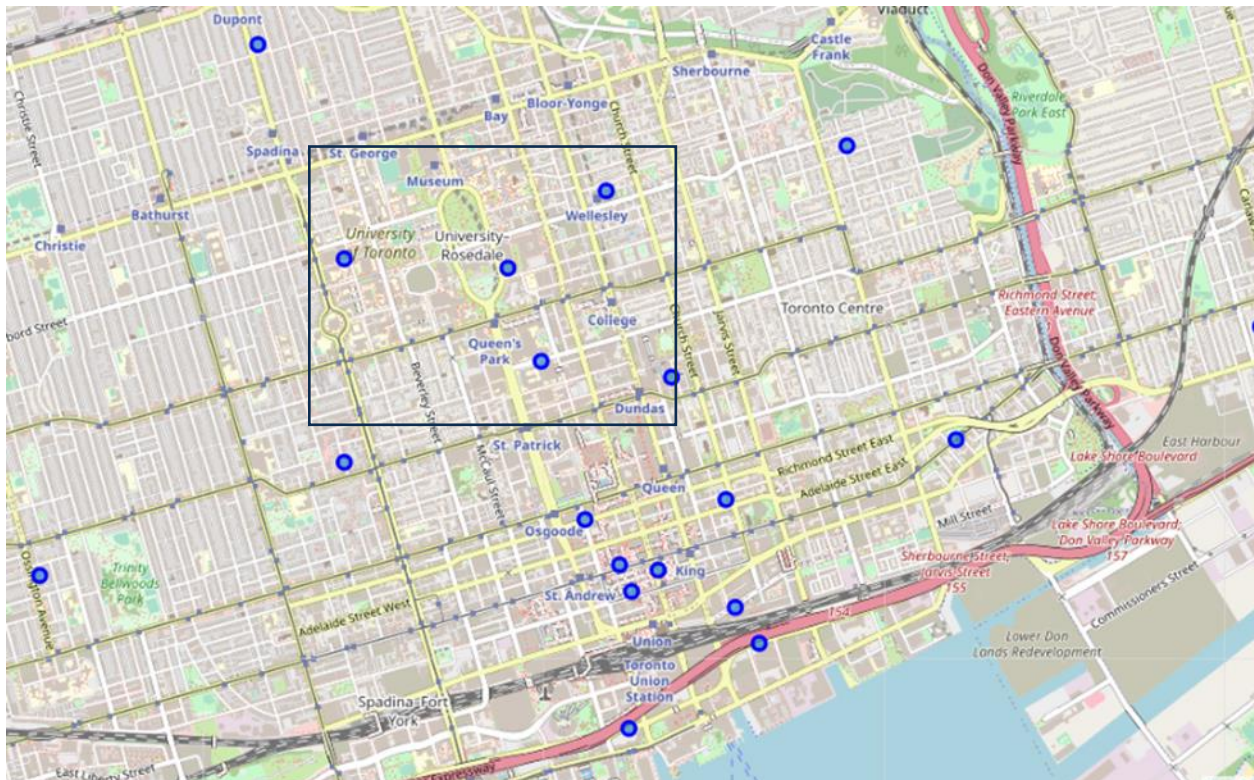- Toronto universities and colleges location data

Methodology

Utilizing k-means clustering to partition Toronto into three groups by specifying the algorithm to

generate 3 clusters. The neighborhood in each cluster are similar to each other in terms of the

features included in the dataset.

Once we decided the neighborhood, we narrow down the searching area by using Foursquare API
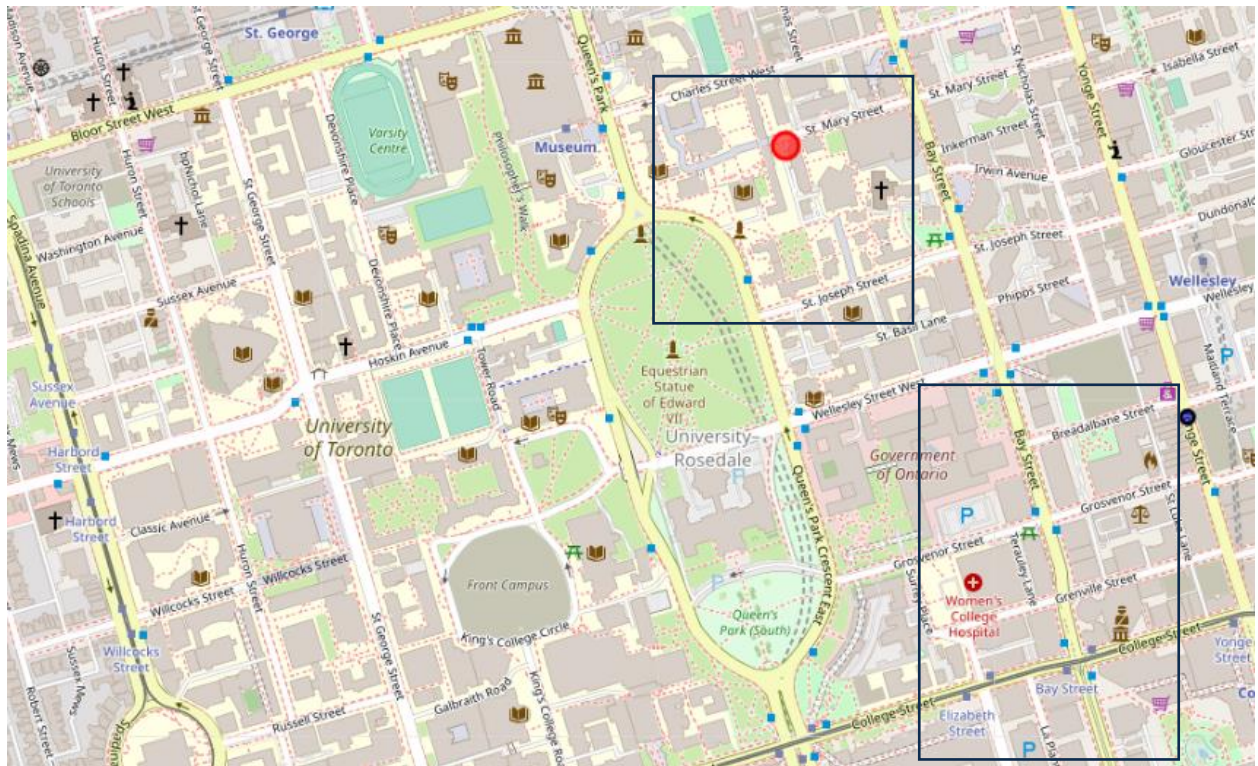
data to find out the desired location.

Choice of Neighborhood

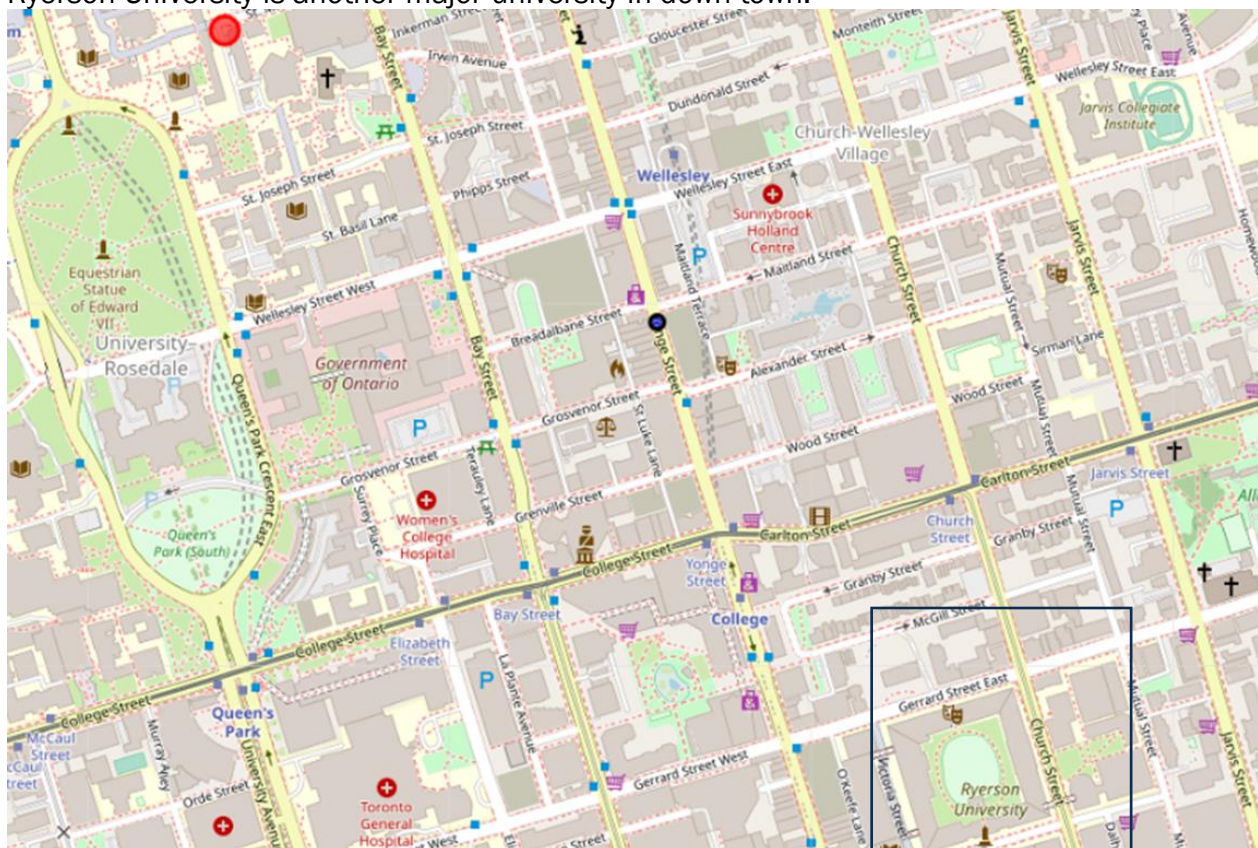Downtown, near University of Toronto

Narrow down the searching area

University of Toronto is the largest university in downtown. Bay street is where major banks and

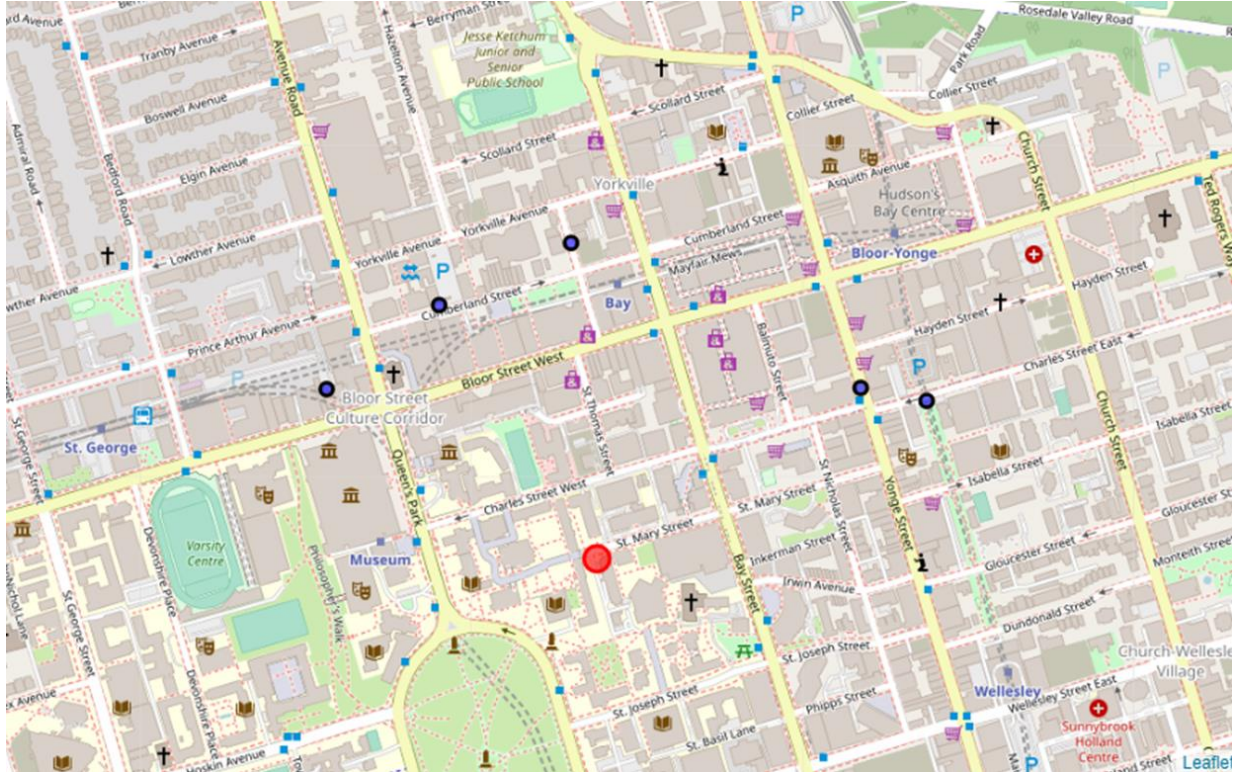financial institutions located at. There are high demands for food delivery and business lunch.

Ryerson University is another major university in down town.

Competitors

5 Japanese restaurants but given the students and offices population, there should be enough demand.

Final Decision