

# New Vegan Restaurant in Toronto

## 1. Introduction - Business Problem

Toronto is a growing city with many opportunities for entrepreneurs and working professionals. Vegan & vegetarian food is on an increasing trend in many parts of the world and at this moment there are still many big cities where there is a big potential for restaurants focused on this segment of the market. We consider Toronto offers great opportunities for a vegan restaurant, but which are the best locations for such a restaurant?

The results of this analysis are of interest for entrepreneurs interested to open a vegan restaurant or even to restaurant owners who may enlarge their offer with vegan or vegetarian dishes.

## 2. Data Description

In order to solve the business problem and to offer few good recommendations for a vegan restaurant location we will use two sources of data:

- A. Wikipedia for data regarding few demographics of Toronto neighborhoods. The data can be found here:

[https://en.wikipedia.org/wiki/Demographics\\_of\\_Toronto\\_neighbourhoods](https://en.wikipedia.org/wiki/Demographics_of_Toronto_neighbourhoods)

and for each neighborhood contains information regarding population size, population density, average yearly income etc. An extract of the data is presented in the table below.

	Neighborhood	FM	Population	Land area (km2)	Density (people/km2)	Average Income	Transit Commuting %	% Renters
1	Agincourt	S	44577	12.45	3580	25750	11.1	5.9
2	Alderwood	E	11656	4.94	2360	35239	8.8	8.5
3	Alexandra Park	OCOT	4355	0.32	13609	19687	13.8	28.0
4	Allenby	OCOT	2513	0.58	4333	245592	5.2	3.4
5	Amesbury	NY	17318	3.51	4934	27546	16.4	19.7

B. Foursquare Developers Access to venue data: <https://foursquare.com/> . By using these data, we will be able to classify each area, to compare how similar different areas are with respect to venues, people life style and potential competition.

	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
<b>0</b>	Agincourt	43.788009	-79.283882	Tim Hortons	43.785637	-79.279215	Coffee Shop
<b>1</b>	Agincourt	43.788009	-79.283882	Midland Court	43.786768	-79.278888	Food Court
<b>2</b>	Alderwood	43.603541	-79.546409	Il Paesano Pizzeria & Restaurant	43.601280	-79.545028	Pizza Place
<b>3</b>	Alderwood	43.603541	-79.546409	Toronto Gymnastics International	43.599832	-79.542924	Gym
<b>4</b>	Alderwood	43.603541	-79.546409	Timothy's Pub	43.600165	-79.544699	Pub