INTRODUCTION

Toronto is the capital city of the Canadian province of Ontario. With a recorded population of 2,731,571 in 2016, it is the most populous city in Canada and the fourth most populous city in North America. The Greater Toronto Area (GTA) proper had a 2016 population of 6,417,516. Toronto is an international centre of business, finance, arts, and culture, and is recognized as one of the most multicultural and cosmopolitan cities in the world. Its varied cultural institutions, which include numerous museums and galleries, festivals and public events, entertainment districts, national historic sites, and sports activities, attract over 43 million tourists each year

The diverse population of Toronto reflects its current and historical role as an important destination for immigrants to Canada. More than 50 percent of residents belong to a visible minority population group, and over 200 distinct ethnic origins are represented among its inhabitants. This ethnic diversity accounts for a remarkably diverse range of restaurants catering to a myriad of palates.

BUSINESS PROBLEM

As an up-and-coming consultancy firm in the Greater Toronto Area (GTA), you have invested heavily in Data Science and its applications. A small group of investors who are based in the restaurant business have recently approached your firm for assistance. They are thinking of opening an Italian Restaurant within the GTA and have enlisted your firm in providing information with regards to ideal locations for the restaurant. The information you provide them with will be incorporated into other factors and will be taken under advisement when they are making their decision.