

Capstone Project - The Battle of Neighborhoods

1. Description of the Problem

A few business owners I know have a successful Vietnamese restaurant in the United States. Their restaurant is more of a fast-casual type of restaurant which is similar to Chipotle's model. The owners believe they have a unique advantage because most Vietnamese restaurants are traditional family run restaurants and have not broken out into chains. This is one of the primary reasons for this business's success.

So far, this fast-casual Vietnamese chain has had a great success in parts of the United States. However, the business owners would like to expand into Canada specifically Toronto since one of the owners has ties there. Since Toronto is such a large busy city, the restaurant scene can be very competitive. However, the owners believe with the right intel they can setup shop in Toronto and at least have some form of success.

The business owners want to focus on the core central neighborhoods of Toronto, because they thrive in busy areas where business professionals can grab a quick bite to eat on their lunch breaks. However, they don't want to detract from other Vietnamese restaurants in the area since they believe that the entire Vietnamese community should work together so that all can have an equal shot at success.

2. Description of the data and how it will be used to solve the problem

The data for this project will first come from public sources from Wikipedia and Foursquare.

Wikipedia will be used to gather location and neighborhood data for the central Toronto area.

This data can be found here in the Postal Codes of Canada Wiki page:

https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M

Foursquare will be used to gather the restaurant data for the area determined by the Wikipedia data.

This data will be used to map the neighborhoods in central Toronto and cluster them into areas of analysis. Within in those clusters restaurants will be rated by most popular and their type. Not only do we want to see where Vietnamese restaurants are, it will be good to get a full picture of all the types in that area and how popular they are.