

Capstone Project - The Battle of Neighborhoods

Week 2

Fast- Casual Vietnamese
Restaurant in Toronto

Overview

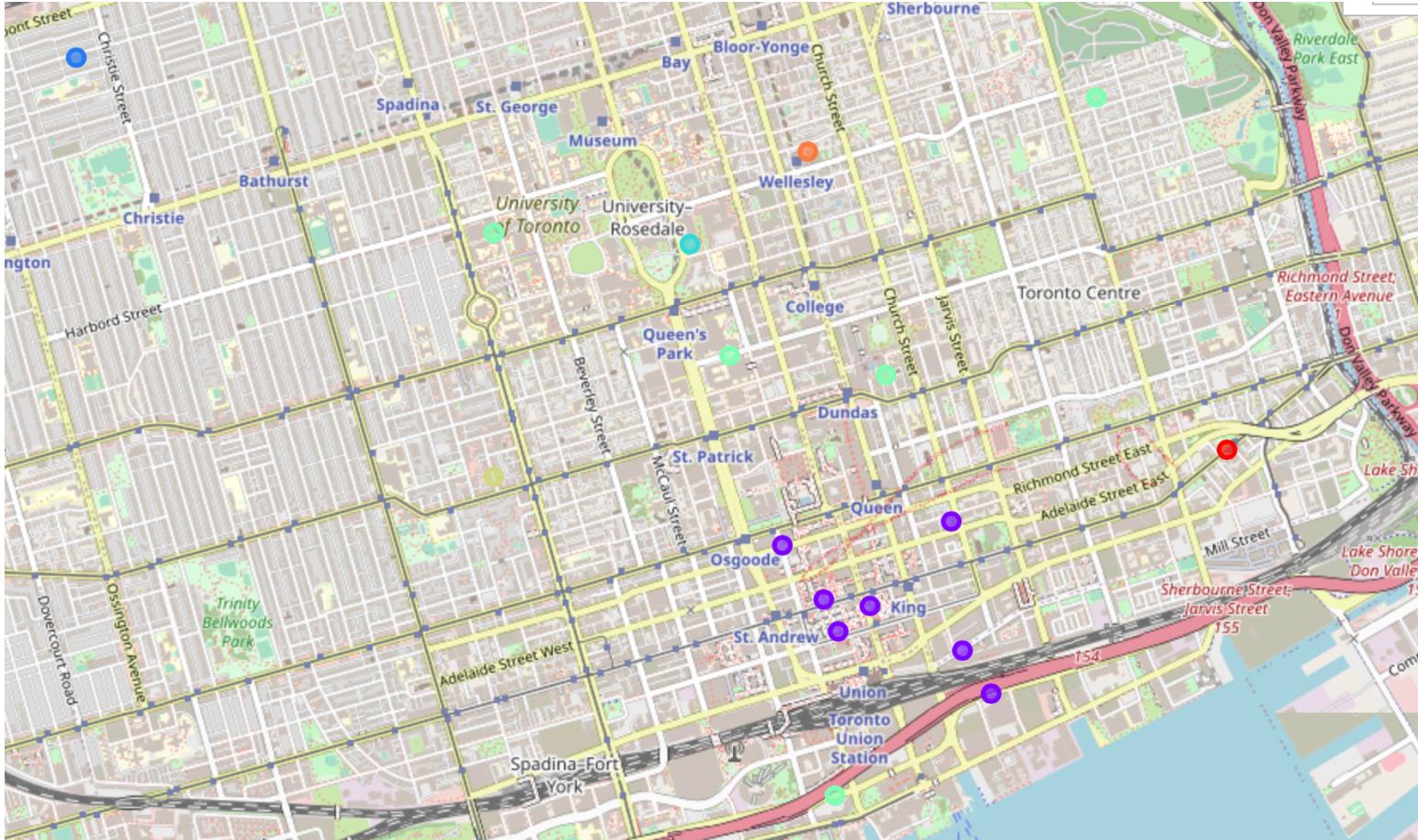
Create a recommendation of a neighborhood in central Toronto to open a new location for US based fast-casual Vietnamese restaurant chain.

- The restaurant should not compete with other Vietnamese restaurants
- The location must be in a busy area to get a lot of traffic during the lunch hours.

DATA and Methodology

- Data from Foursquare and Wikipedia were used to get the geospatial and restaurant data of Toronto
- Neighborhoods were grouped and clustered into areas
- Restaurants were sorted by category such as *Italian* or *Vietnamese*
- Restaurant categories were ranked from most common type of venue to least common type of venue per neighborhood.
- The clusters were then overlaid on a map and a report was generated for each cluster

Cluster Map



Clusters that don't work out

Clusters 1,3,4 & 6 have quite a few Vietnamese restaurants in them

Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue	11th Most Common Venue	12th Most Common Venue	13th Most Common Venue	14th Most Common Venue	15th Most Common Venue	
Cluster 1	Regent Park, Harbourfront	Restaurant	French Restaurant	Vietnamese Restaurant	Doner Restaurant	German Restaurant	Filipino Restaurant	Fast Food Restaurant	Falafel Restaurant	Ethiopian Restaurant	Eastern European Restaurant	Dumpling Restaurant	Dim Sum Restaurant	Greek Restaurant	Comfort Food Restaurant	Colombian Restaurant
Cluster 3	Christie	Italian Restaurant	Restaurant	Vietnamese Restaurant	Doner Restaurant	French Restaurant	Filipino Restaurant	Fast Food Restaurant	Falafel Restaurant	Ethiopian Restaurant	Eastern European Restaurant	Dumpling Restaurant	Dim Sum Restaurant	Gluten-free Restaurant	Comfort Food Restaurant	Colombian Restaurant
Cluster 4	Queen's Park, Ontario Provincial Government	Sushi Restaurant	Italian Restaurant	Mexican Restaurant	Vietnamese Restaurant	Doner Restaurant	French Restaurant	Filipino Restaurant	Fast Food Restaurant	Falafel Restaurant	Ethiopian Restaurant	Eastern European Restaurant	Dumpling Restaurant	Dim Sum Restaurant	Gluten-free Restaurant	Comfort Food Restaurant
Cluster 6	Kensington Market, Chinatown, Grange Park	Vietnamese Restaurant	Vegetarian / Vegan Restaurant	Mexican Restaurant	Comfort Food Restaurant	Japanese Restaurant	Filipino Restaurant	Dumpling Restaurant	Dim Sum Restaurant	Doner Restaurant	Caribbean Restaurant	Belgian Restaurant	Colombian Restaurant	Chinese Restaurant	Gluten-free Restaurant	Eastern European Restaurant

Clusters that don't work out Continued

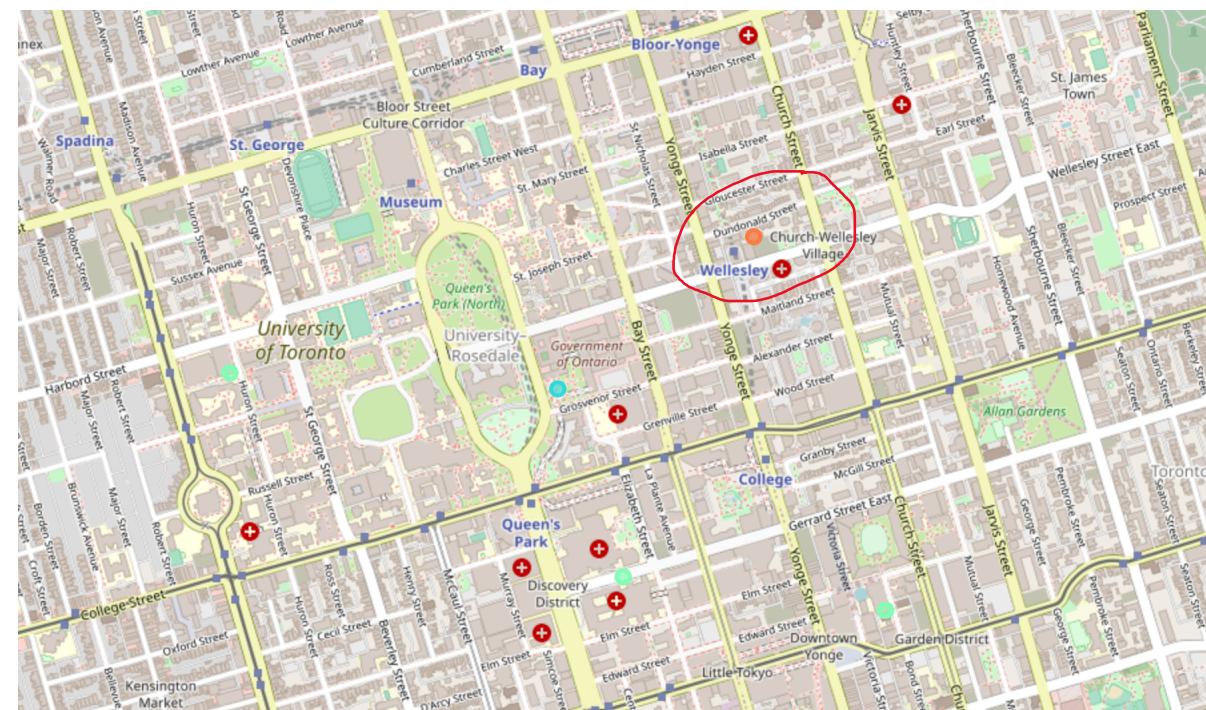
Cluster 5 has Vietnamese restaurants and it is also in more residential areas and not business districts although the University of Toronto neighborhood could be a location, but the cluster overall is not

Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue	11th Most Common Venue	12th Most Common Venue	13th Most Common Venue	14th Most Common Venue	15th Most Common Venue
St. James Town, Cabbagetown	Italian Restaurant	Restaurant	Indian Restaurant	Sri Lankan Restaurant	Japanese Restaurant	Caribbean Restaurant	Chinese Restaurant	Taiwanese Restaurant	Thai Restaurant	Sushi Restaurant	Asian Restaurant	Dumpling Restaurant	Fast Food Restaurant	Falafel Restaurant	Ethiopian Restaurant
Garden District, Ryerson	Italian Restaurant	Japanese Restaurant	Middle Eastern Restaurant	Fast Food Restaurant	Ramen Restaurant	Vietnamese Restaurant	New American Restaurant	Ethiopian Restaurant	Mexican Restaurant	Chinese Restaurant	Modern European Restaurant	Restaurant	Seafood Restaurant	Thai Restaurant	Caribbean Restaurant
Central Bay Street	Italian Restaurant	Japanese Restaurant	Indian Restaurant	Chinese Restaurant	French Restaurant	Vegetarian / Vegan Restaurant	Korean Restaurant	Middle Eastern Restaurant	Falafel Restaurant	Modern European Restaurant	Thai Restaurant	Ramen Restaurant	Restaurant	Seafood Restaurant	Sushi Restaurant
Harbourfront East, Union Station, Toronto Islands	Italian Restaurant	Restaurant	Indian Restaurant	Vegetarian / Vegan Restaurant	Sushi Restaurant	Seafood Restaurant	Japanese Restaurant	New American Restaurant	Chinese Restaurant	Doner Restaurant	Fast Food Restaurant	Falafel Restaurant	Ethiopian Restaurant	Eastern European Restaurant	Dumpling Restaurant
University of Toronto, Harbord	Restaurant	Italian Restaurant	Japanese Restaurant	Comfort Food Restaurant	Chinese Restaurant	French Restaurant	Sushi Restaurant	Brazilian Restaurant	Eastern European Restaurant	Filipino Restaurant	American Restaurant	Asian Restaurant	Fast Food Restaurant	Falafel Restaurant	Ethiopian Restaurant

Cluster 5 has Vietnamese restaurants and it is also in more residential areas and not business districts although the University of Toronto neighborhood could be a location, but the cluster overall is not

Clusters that don't work out Continued

Cluster 7 has no Vietnamese restaurants, but it is on the outskirts of the university so probably not a lot of foot traffic there for lunch hours.



Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue	11th Most Common Venue	12th Most Common Venue	13th Most Common Venue	14th Most Common Venue	15th Most Common Venue
Church and Wellesley	Sushi Restaurant	Japanese Restaurant	Restaurant	Mediterranean Restaurant	Indian Restaurant	Mexican Restaurant	American Restaurant	Caribbean Restaurant	Ethiopian Restaurant	Fast Food Restaurant	Afghan Restaurant	Theme Restaurant	Ramen Restaurant	Moroccan Restaurant	Falafel Restaurant

Best Cluster and Location

Cluster 2 is the best because it has many neighborhoods, few Vietnamese restaurants and is in the heart of the Business District in Toronto. More specifically the Commerce Court Neighborhood would be great.

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St. James Town	American Restaurant	Italian Restaurant	Moroccan Restaurant	Restaurant	Japanese Restaurant	Vegetarian / Vegan Restaurant	Comfort Food Restaurant	Middle Eastern Restaurant	New American Restaurant	German Restaurant	Seafood Restaurant	French Restaurant	Belgian Restaurant	Asian Restaurant	Thai Restaurant
Berczy Park	Seafood Restaurant	Restaurant	Thai Restaurant	Greek Restaurant	Sushi Restaurant	Vegetarian / Vegan Restaurant	Japanese Restaurant	French Restaurant	Comfort Food Restaurant	Eastern European Restaurant	Vietnamese Restaurant	Dumpling Restaurant	Fast Food Restaurant	Falafel Restaurant	Ethiopian Restaurant
Richmond, Adelaide, King	Restaurant	Thai Restaurant	American Restaurant	Sushi Restaurant	Modern European Restaurant	Gluten-free Restaurant	Vegetarian / Vegan Restaurant	Latin American Restaurant	Mediterranean Restaurant	Colombian Restaurant	Fast Food Restaurant	New American Restaurant	Brazilian Restaurant	Seafood Restaurant	Asian Restaurant
Toronto Dominion Centre, Design Exchange	Restaurant	American Restaurant	Japanese Restaurant	Italian Restaurant	Seafood Restaurant	Asian Restaurant	Sushi Restaurant	Chinese Restaurant	Fast Food Restaurant	Vegetarian / Vegan Restaurant	French Restaurant	New American Restaurant	Greek Restaurant	Gluten-free Restaurant	Eastern European Restaurant
Commerce Court, Victoria Hotel	Restaurant	American Restaurant	Seafood Restaurant	Italian Restaurant	Japanese Restaurant	Thai Restaurant	Vegetarian / Vegan Restaurant	French Restaurant	Latin American Restaurant	Asian Restaurant	Gluten-free Restaurant	New American Restaurant	Fast Food Restaurant	Falafel Restaurant	Ethiopian Restaurant
Stn A PO Boxes	Seafood Restaurant	Restaurant	Italian Restaurant	Japanese Restaurant	French Restaurant	American Restaurant	Thai Restaurant	Sushi Restaurant	Vegetarian / Vegan Restaurant	Molecular Gastronomy Restaurant	Comfort Food Restaurant	Dumpling Restaurant	Fast Food Restaurant	Falafel Restaurant	
First Canadian Place, Underground city	Restaurant	Japanese Restaurant	American Restaurant	Asian Restaurant	Seafood Restaurant	Thai Restaurant	Sushi Restaurant	Colombian Restaurant	Fast Food Restaurant	Mediterranean Restaurant	Vegetarian / Vegan Restaurant	Greek Restaurant	Brazilian Restaurant	Gluten-free Restaurant	New American Restaurant

