Battle of the Neighborhoods

By Eugene Gluskin

Introduction/Proposal

- A young chef, fresh out of Chef school wants to realize his dream and open a new restaurant in Toronto. He's facing two issues before opening his brand new restaurant
- Which borough/neighborhood to open in?
- What type of food to serve?
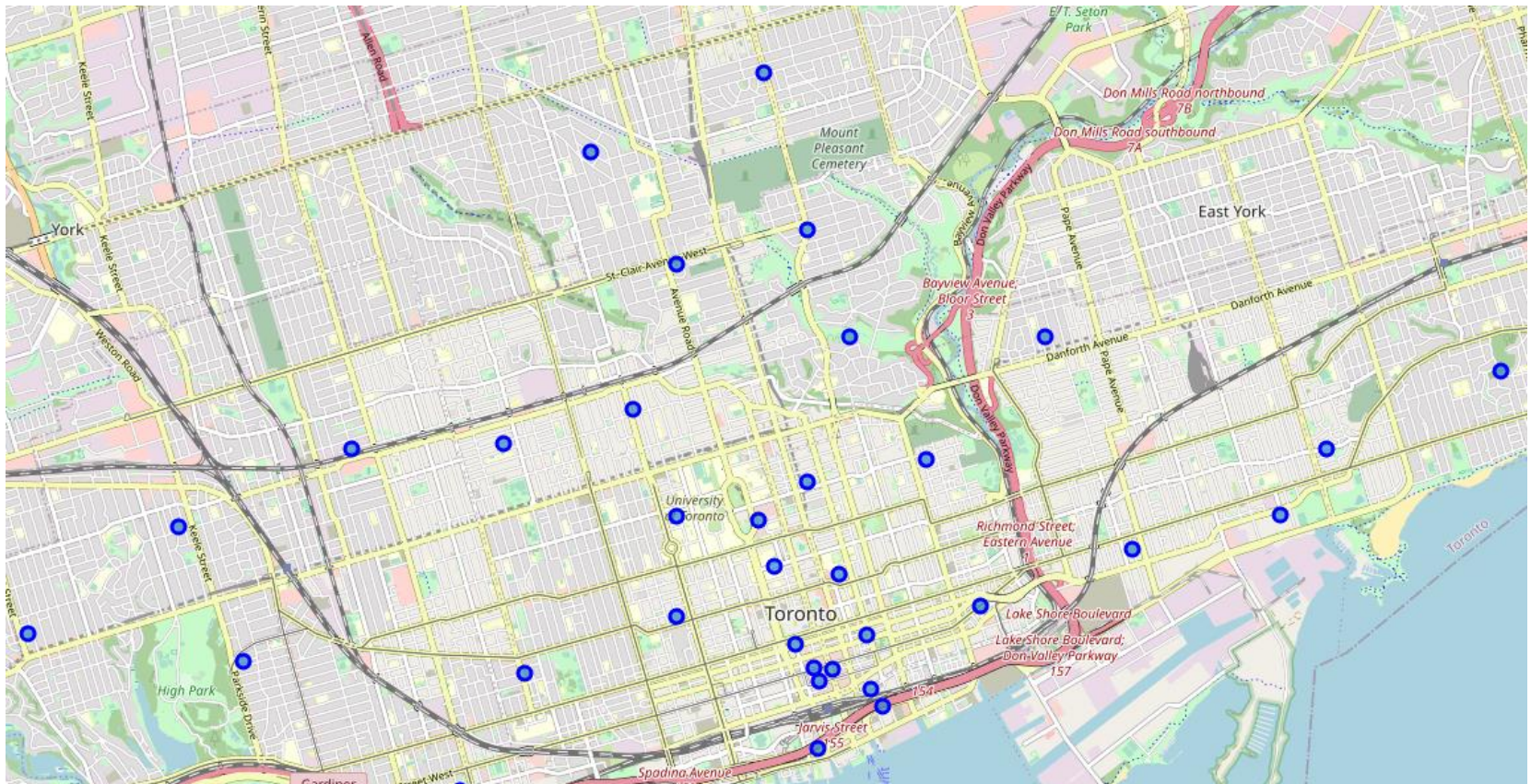
Data to be used

- We're going to use data from Stats Canada to determine which borough/neighborhood have the highest population (which means more customers)
- We'll also use data from FourSquare to determine most popular types of food being server

Borough Population

- After cleaning up the data and analyzing it, it's clear that the restaurant should be opened in Toronto since it has the highest population
- North York and Scarborough are also good choices

Borough	Population
Toronto	762446.0
North York	658944.0
Scarborough	634047.0
Etobicoke	365318.0
York	171388.0
East York	139996.0

Map of Toronto

Toronto Venue Counts

Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
Toronto Dominion Centre / Design Exchange	100	100	100	100	100	100
Commerce Court / Victoria Hotel	100	100	100	100	100	100
First Canadian Place / Underground city	100	100	100	100	100	100
Garden District / Ryerson	100	100	100	100	100	100
Harbourfront East / Union Station / Toronto Islands	100	100	100	100	100	100
Stn A PO Boxes	94	94	94	94	94	94
Richmond / Adelaide / King	93	93	93	93	93	93
St. James Town	76	76	76	76	76	76
Church and Wellesley	73	73	73	73	73	73
Central Bay Street	61	61	61	61	61	61
Berczy Park	57	57	57	57	57	57
Kensington Market / Chinatown / Grange Park	55	55	55	55	55	55
Regent Park / Harbourfront	48	48	48	48	48	48
St. James Town / Cabbagetown	45	45	45	45	45	45
The Danforth West / Riverdale	42	42	42	42	42	42
Little Portugal / Trinity	42	42	42	42	42	42
Studio District	40	40	40	40	40	40
Runnymede / Swansea	37	37	37	37	37	37
University of Toronto / Harbord	36	36	36	36	36	36
Davisville	35	35	35	35	35	35
Queen's Park / Ontario Provincial Government	34	34	34	34	34	34
The Annex / North Midtown / Yorkville	24	24	24	24	24	24
High Park / The Junction South	23	23	23	23	23	23

Top neighborhoods have the largest amount of venues which make sense since it's the downtown core which is filled with people living there and coming from other regions in GTA to work so lots of foot traffic

Most Common Venues

	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
0	Berczy Park	Coffee Shop	Cocktail Bar	Seafood Restaurant	Cheese Shop	Restaurant	Café	Bakery	Beer Bar	Hotel	Eastern European Restaurant
1	Brockton / Parkdale Village / Exhibition Place	Café	Breakfast Spot	Coffee Shop	Grocery Store	Gym	Pet Store	Performing Arts Venue	Nightclub	Italian Restaurant	Intersection
2	Business reply mail Processing Centre	Light Rail Station	Yoga Studio	Auto Workshop	Park	Comic Shop	Pizza Place	Burrito Place	Recording Studio	Restaurant	Brewery
3	CN Tower / King and Spadina / Railway Lands / ...	Airport Service	Airport Lounge	Coffee Shop	Harbor / Marina	Plane	Rental Car Location	Sculpture Garden	Boutique	Bar	Boat or Ferry
4	Central Bay Street	Coffee Shop	Italian Restaurant	Café	Sandwich Place	Burger Joint	Thai Restaurant	Ice Cream Shop	Japanese Restaurant	Salad Place	Bubble Tea Shop
5	Christie	Grocery Store	Café	Park	Candy Store	Italian Restaurant	Diner	Restaurant	Baby Store	Athletics & Sports	Nightclub
6	Church and Wellesley	Japanese Restaurant	Sushi Restaurant	Coffee Shop	Restaurant	Gastropub	Gay Bar	Hotel	Yoga Studio	Mediterranean Restaurant	Men's Store
7	Commerce Court / Victoria Hotel	Coffee Shop	Café	Restaurant	Hotel	American Restaurant	Gym	Deli / Bodega	Japanese Restaurant	Italian Restaurant	Seafood Restaurant
8	Davisville	Sandwich Place	Café	Dessert Shop	Pizza Place	Coffee Shop	Italian Restaurant	Gym	Sushi Restaurant	Park	Pharmacy
9	Davisville North	Department Store	Park	Gym	Breakfast Spot	Sandwich Place	Food & Drink Shop	Hotel	Women's Store	Eastern European Restaurant	Donut Shop

Top 10 most common venues for each neighborhood in Toronto

From an initial look, it appears that café and coffee shops are the most common venues in Toronto, especially in downtown core.

Clusters of Venues

Cluster Labels	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
0	Berczy Park	Coffee Shop	Cocktail Bar	Seafood Restaurant	Cheese Shop	Restaurant	Café	Bakery	Beer Bar	Hotel	Eastern European Restaurant
0	Brockton / Parkdale Village / Exhibition Place	Café	Breakfast Spot	Coffee Shop	Grocery Store	Gym	Pet Store	Performing Arts Venue	Nightclub	Italian Restaurant	Intersection
0	Business reply mail Processing Centre	Light Rail Station	Yoga Studio	Auto Workshop	Park	Comic Shop	Pizza Place	Burrito Place	Recording Studio	Restaurant	Brewery
0	CN Tower / King and Spadina / Railway Lands / ...	Airport Service	Airport Lounge	Coffee Shop	Harbor / Marina	Plane	Rental Car Location	Sculpture Garden	Boutique	Bar	Boat or Ferry
0	Central Bay Street	Coffee Shop	Italian Restaurant	Café	Sandwich Place	Burger Joint	Thai Restaurant	Ice Cream Shop	Japanese Restaurant	Salad Place	Bubble Tea Shop
0	Christie	Grocery Store	Café	Park	Candy Store	Italian Restaurant	Diner	Restaurant	Baby Store	Athletics & Sports	Nightclub
0	Church and Wellesley	Japanese Restaurant	Sushi Restaurant	Coffee Shop	Restaurant	Gastropub	Gay Bar	Hotel	Yoga Studio	Mediterranean Restaurant	Men's Store
0	Commerce Court / Victoria Hotel	Coffee Shop	Café	Restaurant	Hotel	American Restaurant	Gym	Deli / Bodega	Japanese Restaurant	Italian Restaurant	Seafood Restaurant
0	Davisville	Sandwich Place	Café	Dessert Shop	Pizza Place	Coffee Shop	Italian Restaurant	Gym	Sushi Restaurant	Park	Pharmacy
0	Davisville North	Department Store	Park	Gym	Breakfast Spot	Sandwich Place	Food & Drink Shop	Hotel	Women's Store	Eastern European Restaurant	Donut Shop
0	Dufferin / Dovercourt Village	Pharmacy	Bakery	Grocery Store	Supermarket	Gas Station	Gym / Fitness Center	Middle Eastern Restaurant	Music Venue	Pizza Place	Pool
0	First Canadian Place / Underground city	Coffee Shop	Café	Hotel	Japanese Restaurant	Restaurant	Gym	Deli / Bodega	Salad Place	Seafood Restaurant	Asian Restaurant
3	Forest Hill North & West	Jewelry Store	Trail	Mexican Restaurant	Sushi Restaurant	Women's Store	Department Store	Ethiopian Restaurant	Electronics Store	Eastern European Restaurant	Donut Shop
0	Garden District / Ryerson	Clothing Store	Coffee Shop	Café	Bubble Tea Shop	Restaurant	Japanese Restaurant	Italian Restaurant	Cosmetics Shop	Middle Eastern Restaurant	Ramen Restaurant
0	Harbourfront East / Union Station / Toronto Is...	Coffee Shop	Aquarium	Café	Hotel	Restaurant	Brewery	Sporting Goods Shop	Italian Restaurant	Scenic Lookout	Fried Chicken Joint
0	High Park / The Junction South	Café	Mexican Restaurant	Thai Restaurant	Bakery	Grocery Store	Arts & Crafts Store	Park	Music Venue	Cajun / Creole Restaurant	Diner
0	India Bazaar / The Beaches West	Park	Fast Food Restaurant	Sushi Restaurant	Pub	Brewery	Liquor Store	Restaurant	Italian Restaurant	Burrito Place	Ice Cream Shop
0	Kensington Market / Chinatown / Grange Park	Café	Coffee Shop	Mexican Restaurant	Bakery	Vietnamese Restaurant	Gaming Cafe	Vegetarian / Vegan Restaurant	Dessert Shop	Bar	Cocktail Bar
4	Lawrence Park	Park	Swim School	Bus Line	Falafel Restaurant	Ethiopian Restaurant	Electronics Store	Eastern European Restaurant	Donut Shop	Doner Restaurant	Dog Run

Conclusions

- Best borough to open a new restaurant is Toronto, since it has the largest population which would mean more customers
- Downtown core has the most traffic and is in cluster 0.
- Based on most common type of restaurant in that cluster, chef could open a café like restaurant since it appears people like to get things quickly on the go
- Alternative is an Asian cosine such as Sushi, Thai, etc..