Project Report: Finding a location to open a new Bangladeshi Restaurant in Toronto, Canada

Prepared for Capstone Project

Date: May, 25, 2021

1. Introduction:

I want to start a new highend Bangladeshi fusion restaurant. I will open it in toronto area. I want to select a location based on following

- If the neighborhood has any Bangladeshi or Bengali lauguage spoken people
- Presense of other Bangladeshi or indian (cuisine close to Bangladeshi) restaurants in the neighborhood

People who want to try new food in a highend environment will be very interested to my restaurant. Also investors and people who like different cultures and very interested to try different food and at the same time earn a good income will care my business analysis.

2. Data
a. Data source:

https://en.wikipedia.org/wiki/Demographics_of_Toronto_neighbourhoods this website contains the main data in three tables. I created a dataframe named 'df' combining the three tables.

b. Data preparation:
i. Data cleaning:

Data is cleaning by dropping all nan values. Then data has 157 rows and 14 columns.

ii. Data slicing:

For my analysis, these many columns are not needed. So I selected only 6 columns and renamed the columns to make it easy to understand. The final data set are as follow:

Name	FM	Population	Avg_income	2nd_language	2nd_language_percentage
Westminster	NY	16386.0	27826.0	Russian (31.4%)	31.4% Russian
Milliken	S	26272.0	25243.0	Cantonese (26.6%)	26.6% Cantonese
Branson	NY	8017.0	27156.0	Russian (24.1%)	24.1% Russian
Little Portugal	OCoT	5013.0	29224.0	Portuguese (23.8%)	23.8% Portuguese
Steeles	S	24696.0	26660.0	Cantonese (23.7%)	23.7% Cantonese
Thorncliffe Park	EY	17949.0	25340.0	Urdu (21.5%)	21.5% Urdu
Brockton	OCoT	9039.0	27260.0	Portuguese (19.9%)	19.9% Portuguese
Agincourt	S	44577.0	25750.0	Cantonese (19.3%)	19.3% Cantonese
Wallace Emerson	OCoT	10338.0	25029.0	Portuguese (19.2%)	19.2% Portuguese
Harwood	Y	3375.0	22136.0	Portuguese (19.0%)	19.0% Portuguese

This table is sorted by percentage of population whose 2nd language are not English.

3. Methodology:

My target is to open a Bangladeshi restaurant. People of Bangladesh and some portion of Indian speaks in Bengali. So the location where Bengali is the 2nd language, will be the targeted locations. Because they know the Bangladeshi culture and there will be demand for Bangladeshi food.

So I tried to find how many unique 2nd languages are there and if there is Bengali. There are 26 different 2nd languages are in Toronto. Bengali is one of them.

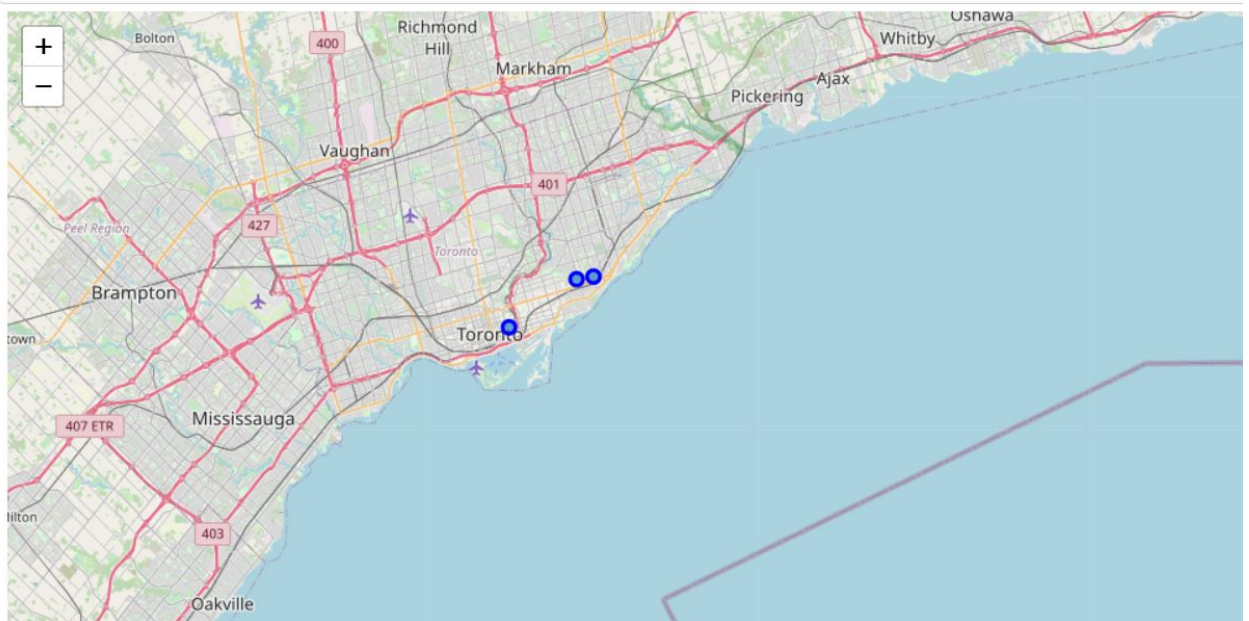Next I found following three target locations where 2nd language is Bengali:

	Name	FM	Polpulation	Avg_income	2nd_language_percentage
0	Crescent Town	EY	8157.0	8157.0	18.1% Bengali
1	Oakridge	S	13368.0	13368.0	12.6% Bengali
2	Regent Park/Trefann Court	OCoT	10387.0	10387.0	10.5% Bengali

4. Data Analysis:

With help of geocode, I found geographical coordinate of where 2nd language is Bengali:

	Name	FM	Polpulation	Avg_income	2nd_language_percentage	Latitude	Longitude
0	Crescent Town	EY	8157.0	8157.0	18.1% Bengali	43.695403	-79.293099
1	Oakridge	S	13368.0	13368.0	12.6% Bengali	43.697174	-79.274823
2	Regent Park/Trefann Court	OCoT	10387.0	10387.0	10.5% Bengali	43.658525	-79.363990

Those are shown in the following map:

Then foursquare app is used to know the existing restaurant in these target areas. The data is analyzed and grouped by Venue Category as follow:

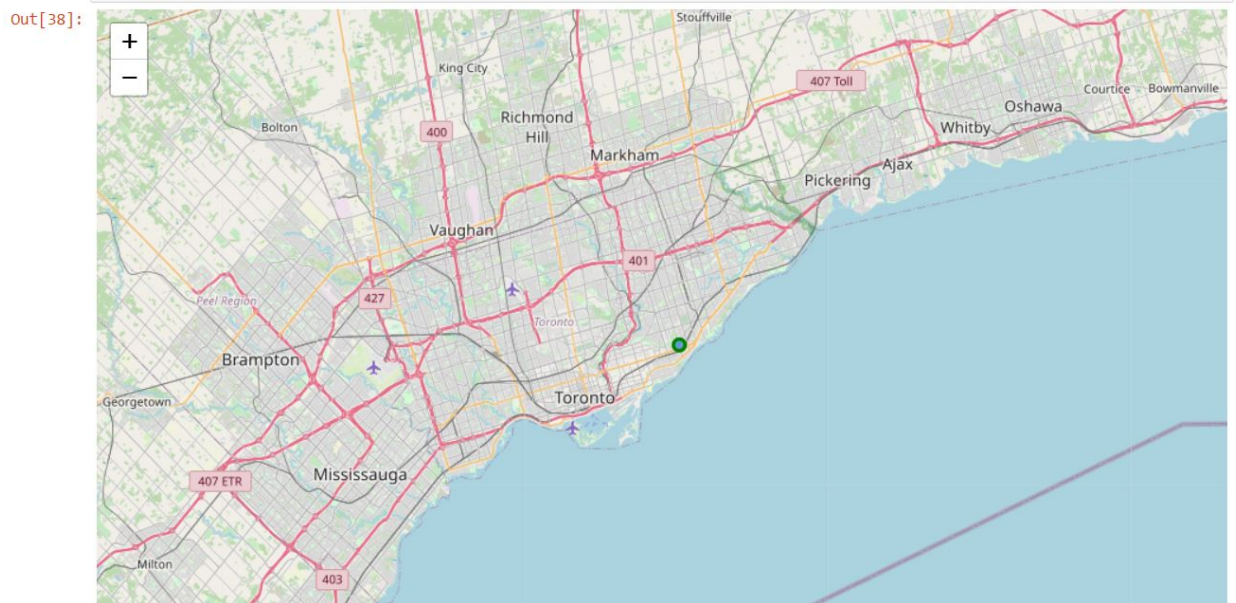|	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Crescent Town	43.695403	-79.293099	Dentonia Park	43.692809	-79.295533	Park
1	Crescent Town	43.695403	-79.293099	Dentonia Park Golf Course	43.695326	-79.289115	Golf Course
2	Crescent Town	43.695403	-79.293099	Gateway Newstand	43.694477	-79.289194	Convenience Store
3	Crescent Town	43.695403	-79.293099	Victoria Park Subway Station	43.694883	-79.288735	Metro Station
4	Oakridge	43.697174	-79.274823	Dairy Queen	43.694489	-79.276998	Ice Cream Shop
5	Oakridge	43.697174	-79.274823	Harvey's	43.694561	-79.275943	Restaurant
6	Oakridge	43.697174	-79.274823	Premium Sweet	43.695566	-79.276021	Dessert Shop
7	Oakridge	43.697174	-79.274823	Prince Supermarket	43.694613	-79.273878	Convenience Store
8	Oakridge	43.697174	-79.274823	Scotia Parkette	43.695304	-79.271826	Park
9	Oakridge	43.697174	-79.274823	TTC Stop #8555	43.700368	-79.276268	Bus Stop
10	Regent Park/Trefann Court	43.658525	-79.363990	Sukhothai	43.658444	-79.365681	Thai Restaurant

There is no Bangladeshi restaurant. Then I tried to find Indian Restaurant which is next close to Bangladeshi food.

5. Results:

There is no Bangladeshi restaurant and only one Indian Restaurant at "Regent Park/Trefann Court" neighboorhood. This is actually a great business opportunity to open a new Bangladeshi restaurant in these areas. So, I selected Oakridge with the highest population and average income.

	Name	FM	Polpulation	Avg_income	2nd_language_percentage	Latitude	Longitude
1	Oakridge	S	13368.0	13368.0	12.6% Bengali	43.697174	-79.274823

Oakridge is shown in the following map. It is a beautiful area near the beach which is definitely a huge plus point.

Out[38]:

6. Conclusion:

Oakridge will be the great location for a new Bangladeshi restaurant. Oakridge has the largest Banglaeshi population. And my restaurant will be the first one.