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

Prepared for Capstone Project

Date: May, 25, 2021

Introduction:

❑ Start a new highend Bangladeshi fusion restaurant in toronto area.

❑ 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

❑ Interested People

- want to try new food in a highend environment

- investors and people who like different cultures and very interested to try different food and at the same time earn a good income

Data and Methodology:

❑ Data Source:

https://en.wikipedia.org/wiki/Demographics_of_Toronto_neighbourhoods

❑ Methodology

- People of Bangladesh and some portion of Indian speaks in Bengali.
- 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.

- 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.

 - ✓ 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

Data Analysis:

❑ Geocode to get geographical coordinate of where 2nd language is Bengali:

❑ Foursqaure app to used to know the existing restaurant in these target areas:

   ✓ no Bangladeshi restaurant

   ✓ find Indian Restaurant which is next close to Bangladeshi food.

	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

	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
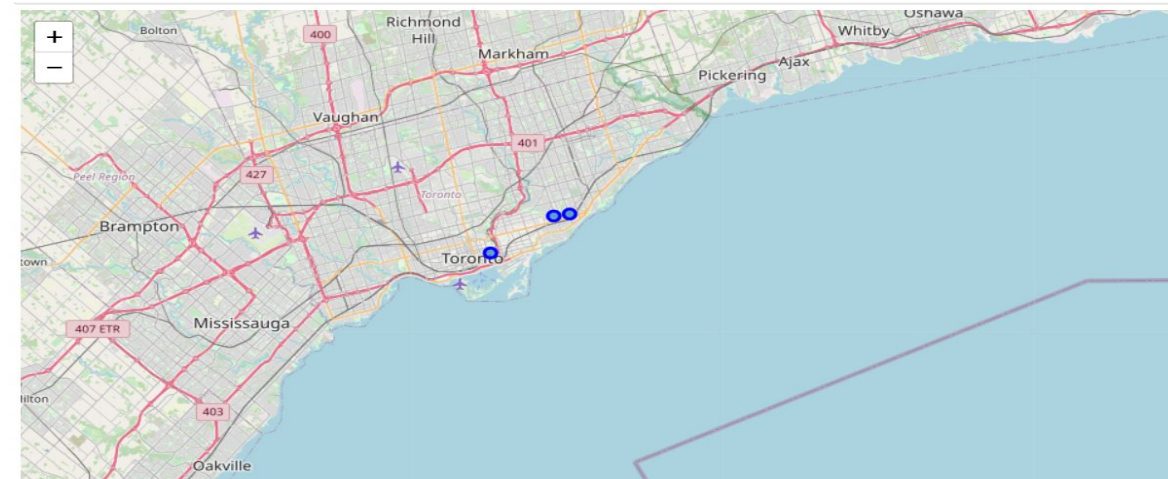
Conclusion:

❑ Oakridge will be the great location for a new Bangladeshi restaurant

   ✓ The Highest average income

   ✓ The first one

   ✓ Beautiful area near the beach

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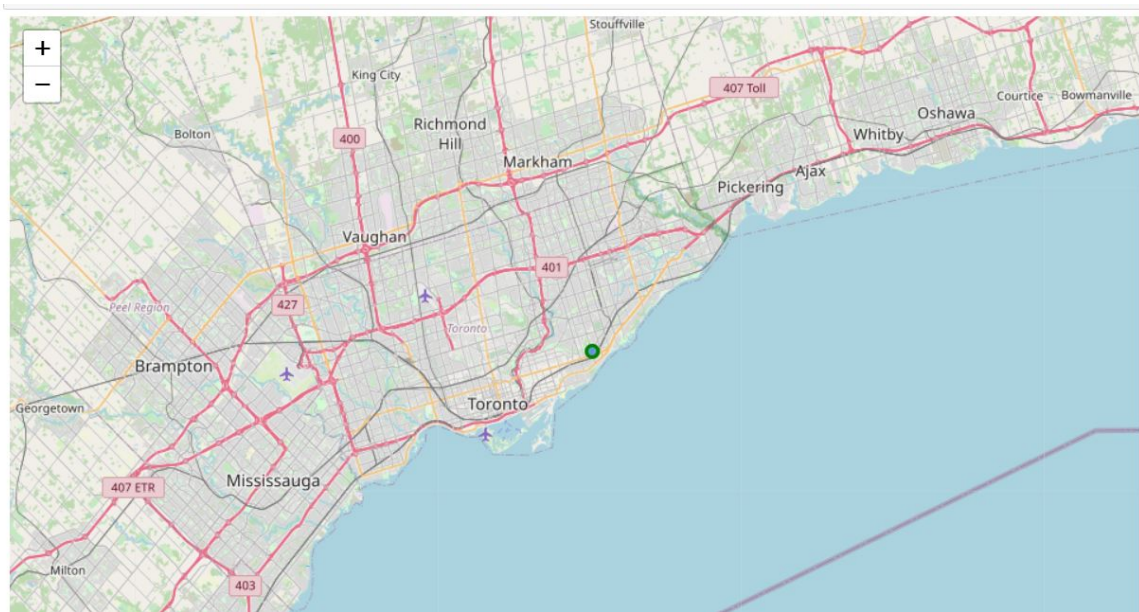
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