

The Battle of the Neighborhoods

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Where to open an Italian Restaurant in Toronto?

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Introduction

- ❖ Main question to answer: *which is the best location where to open a new Italian Restaurant in Toronto?*
- ❖ We use Data Science for answering this question

Data use

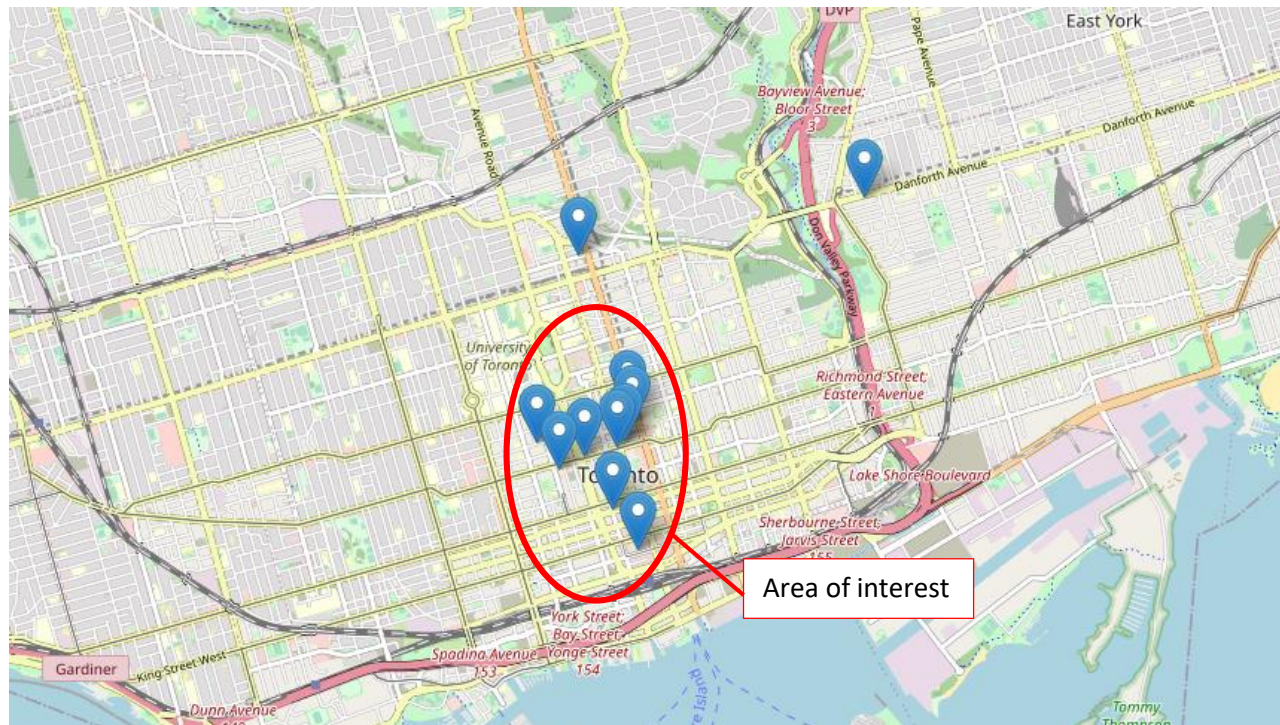
- ❖ Understanding where are located the other Italian Restaurants in Toronto
- ❖ Investigating if there is a correlation between some activities (like coffee, bar, hotels, ...) and position of Italian Restaurants in the city

Methodology

- ❖ Collecting data of Toronto locations
- ❖ Collecting geospatial data for all the neighborhoods and leveraging Foursquare API to get the venues
- ❖ Using these data to understand which are most popular venues near Italian Restaurants and showing all of them as markers on the Toronto map
- ❖ Evaluating the best location analyzing the map with markers

Location of the Italian restaurants

The majority of the Restaurants are located between Queen's Park and Toronto Union Station



Top venues near Italian Restaurants

We found that the top 3 venues commonly found near Italian Restaurants in Toronto are:

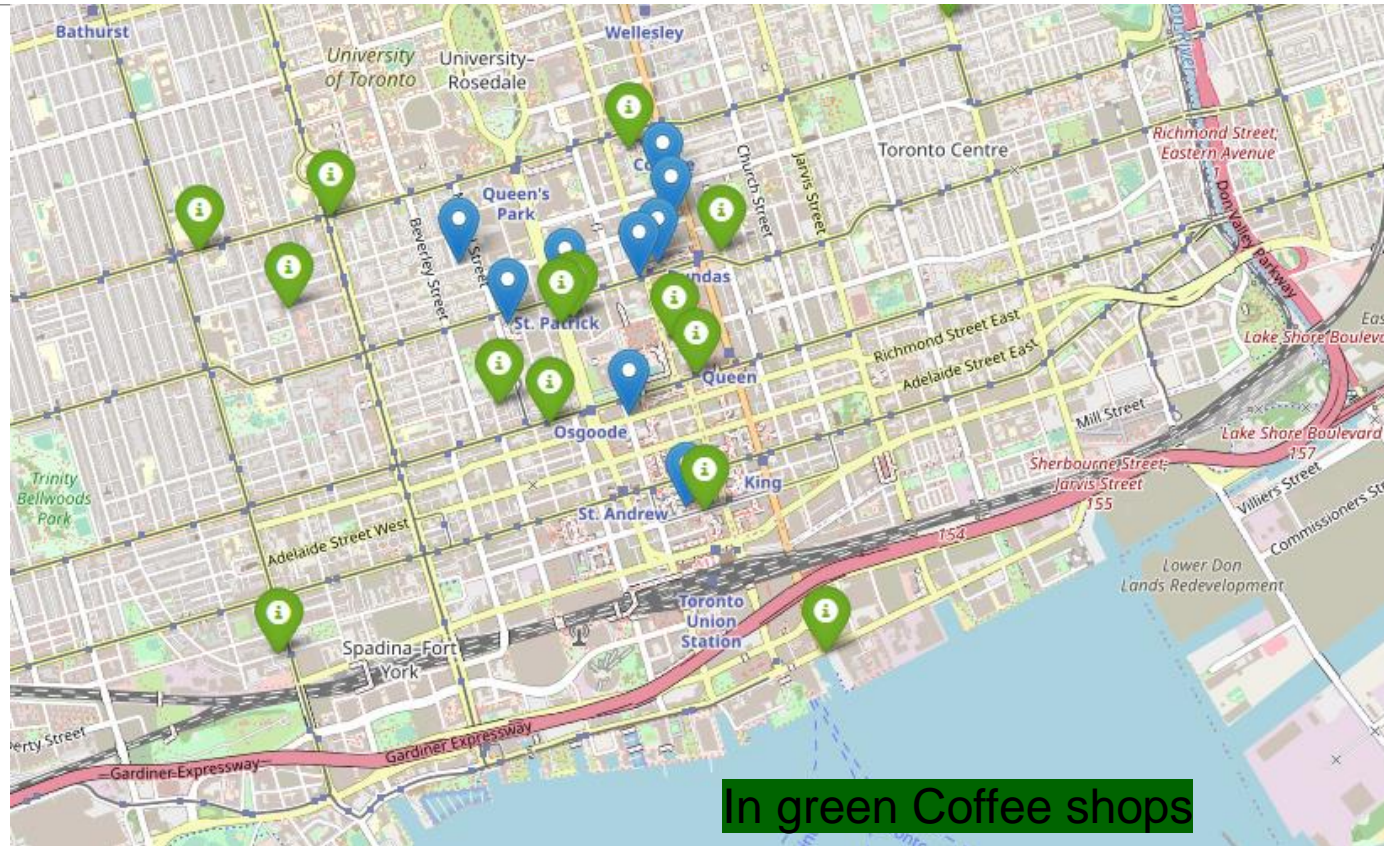
1. Coffee Shops

2. Bars

3. Hotels

	Restaurant	Restaurant longitude	Restaurant latitude	Venue longitude	Venue latitude	Distance
Venue type						
Coffee Shop	134	134	134	134	134	134
Restaurant	61	61	61	61	61	61
Hotel	54	54	54	54	54	54
Italian Restaurant	46	46	46	46	46	46
Café	42	42	42	42	42	42
Cocktail Bar	39	39	39	39	39	39
Gastropub	38	38	38	38	38	38
Gym	33	33	33	33	33	33
Beer Bar	32	32	32	32	32	32
Japanese Restaurant	32	32	32	32	32	32
Thai Restaurant	29	29	29	29	29	29
Park	23	23	23	23	23	23
Fountain	16	16	16	16	16	16

Location of Coffee Shops vs. Italian Restaurants



In green Coffee shops

In blue Italian restaurants

Location of Bars vs. Italian Restaurants



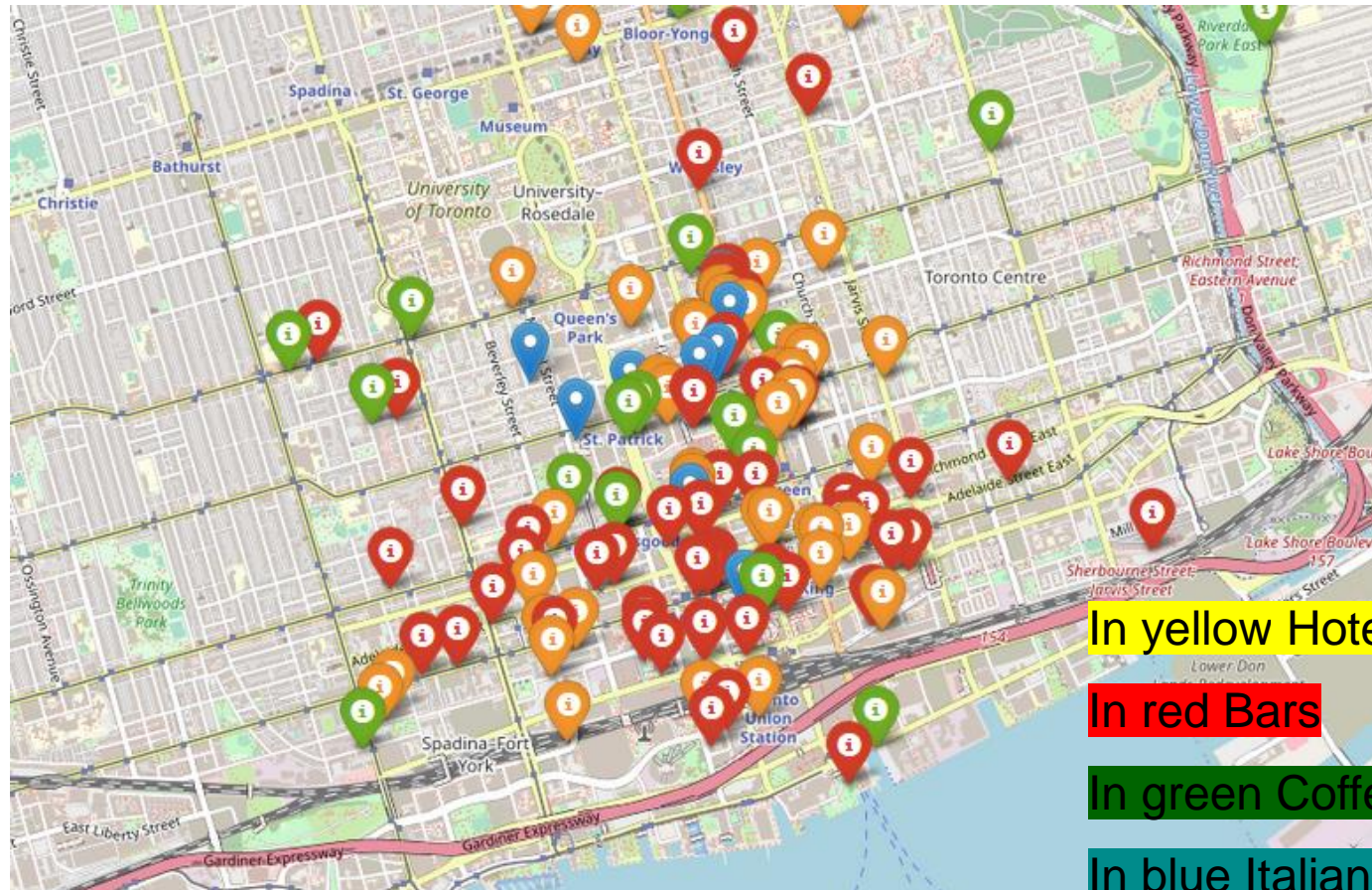
In red Bars

In blue Italian restaurants

Location of Hotels vs. Italian Restaurants



Location of Top 3 venues vs. Italian Restaurants



Location of Top 3 venues vs. Italian Restaurants



Conclusion

From above results, we can now conclude that:

- Many popular venues are located in a rectangle defined by Richmond Street West, Church Street, Front Street and Queen Street.
- In this area there are only 2 other Italian Restaurants near
- University Avenue University Avenue splits the area of interest in 2 sub-areas (East and West)
- Our suggestion for the location of an Italian Restaurant is then near Adelaide Street West or Adelaide Street East in order to have the Restaurant located near popular venues, but anyway not close to other Italian Restaurants that are already well established in the city.

Note: This analysis gave us only a suggestion of a possible location of an Italian Restaurant. The variables we considered were only a few of all the possible ones we may have analysed, such as position of car parking, presence of restaurants serving other type of cuisine and cost of the rent. Further analysis including these variables may help in refining our search and finding a more suitable location to suggest to our customer.