

The Battle of the Neighborhoods

Where to open an Italian Restaurant in Toronto?

Author: Flavio Burri

Introduction and description of business problem

To open a new restaurant is a challenge due to many different reasons. One of the hardest task is to decide WHERE to open the restaurant (e.g. an Italian Restaurant) within the city that you decided. The present exercise aim to help the hypothetical owner of the new Italian restaurant to locate his activity within the city of Toronto (in Canada). Leveraging Data Science can help to simplify this task and supporting the owner to find out the best place of the city where opening the restaurant.

The work will be of understanding where are located other Italian restaurants in Toronto keeping in mind the idea that normally the people prefer going out for a meal in a place where there are also other kind of meeting venues like coffees and bars. We will also investigate if there is a correlation between some specific venues and restaurants in a particular neighborhood in order to evaluate if some meeting places can be found more frequently near the restaurants. This will help us to identify a location for our restaurant where there are less competitors.

Data

The data we will use are:

- List of the neighborhoods of Toronto coming from scrapping a Wikipedia web page. (See the notebook)
- List of Latitudes and Longitudes of all neighborhoods coming from a file used in a previous exercise of this course.
- List of Italian restaurants and other venues of the city found leveraging Foursquare API.

All those data will helps to do our job which will be starting by understanding where are located all the Italian restaurants in Toronto.

After we will investigate if there is a correlation between others social venues and restaurants in these neighborhoods. The idea is to evaluate if some venues might be found more frequently near restaurants. If this correlation is applicable e.g. with bars, this will help to identify possible locations for the new restaurant. Those suitable locations will be where there is a high density of the meeting venues (e.g. bars) and just few restaurants (and no Italian restaurants) nearby.