Battle of Neighborhoods
Finding the best area to build a restaurant in Toronto.

1. Introduction / Business Problem

Toronto is the provincial capital of Ontario, and the most populous city in Canada. Toronto is an international centre of business, finance, arts, and culture, and is recognized as one of the most multicultural and cosmopolitan cities in the world. Toronto is surrounded by many cities and collectively called the GTA (Greater Toronto Area).

The diverse population of Toronto reflects its current and historical role as an important destination for immigrants to Canada. More than 50 percent of residents belong to a visible minority population group, and over 200 distinct ethnic origins are represented among its inhabitants. While the majority of Torontonians speak English as their primary language, over 160 languages are spoken in the city

Toronto is a prominent centre for music, theatre, motion picture production, and television production, and is home to the headquarters of Canada's major national broadcast networks and media outlets. Its varied cultural institutions, which include numerous museums and galleries, festivals and public events, entertainment districts, national historic sites, and sports activities, attract over 43 million tourists each year. Toronto is known for its many skyscrapers and high-rise buildings, in particular the tallest free-standing structure in the Western Hemisphere, the CN Tower.

Neighbourhoods:

Toronto encompasses a geographical area formerly administered by many separate municipalities. These municipalities have each developed a distinct history and identity over the years, and their names remain in common use among Torontonians. Former municipalities include East York, Etobicoke, Forest Hill, Mimico, North York, Parkdale, Scarborough, Swansea, Weston and York. Throughout the city there exist hundreds of small neighbourhoods and some larger neighbourhoods covering a few square kilometres.

The city of Toronto and GTA market is highly competitive. The cost of living is very high in Toronto and hence the cost of setting up business in Toronto is also very high. The business should be considered based upon Return on Investment (ROI).

Problem / Business Description:

A restaurant, or an eatery, is a business that prepares and serves food and drinks to customers. Meals are generally served and eaten on the premises, but many restaurants also offer take-out

and food delivery services. Restaurants vary greatly in appearance and offerings, including a wide variety of cuisines and service models ranging from inexpensive fast food restaurants and cafeterias, to mid-priced family restaurants, to high-priced luxury establishments.

Toronto is very famous for its diverse cuisine. The food culture is influenced by the diverse and multi-ethnic.

1. Italian immigrants- Pizza and Italian cuisine.
2. Indian immigrants - Indian restaurants offering a wide variety of Indian cuisine.
3. Chinese and Asian immigrants - Noodles and Chinese cuisine.
4. Middle eastern immigrants - Kebabs, falafels and other cuisine.
5. European immigrants - Cheesecakes, bagels, hotdogs, breads and other cuisine.

The objective is to locate and recommend the correct location to open the new restaurant. The neighbourhood which will be the best choice to open the new restaurant. Also understand the recommendations made.

2. Data Used:

The city in focus here is Toronto. The below datasets will be used for analysing.

2.1 The postal codes of Toronto can be obtained from the below dataset.

Use the Notebook to build the code to scrape the following Wikipedia page, https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M , in order to obtain the data that is in the table of postal codes and to transform the data into a pandas dataframe.

	Postal code	Borough	Neighborhood
0	M3A	North York	Parkwoods
1	M4A	North York	Victoria Village
2	M5A	Downtown Toronto	Regent Park / Harbourfront
3	M6A	North York	Lawrence Manor / Lawrence Heights
4	M7A	Downtown Toronto	Queen's Park / Ontario Provincial Government
5	M9A	Etobicoke	Islington Avenue
6	M1B	Scarborough	Malvern / Rouge
7	M3B	North York	Don Mills
8	M4B	East York	Parkview Hill / Woodbine Gardens
9	M5B	Downtown Toronto	Garden District, Ryerson
10	M6B	North York	Glencairn

The geospatial data, which has latitude and longitude information is in below dataset.
http://cocl.us/Geospatial_data

Geospatial_Coordinates

Postal Code	Latitude	Longitude
M1B	43.8066863	-79.1943534
M1C	43.7845351	-79.1604971
M1E	43.7635726	-79.1887115
M1G	43.7709921	-79.2169174
M1H	43.773136	-79.2394761
M1J	43.7447342	-79.2394761
M1K	43.7279292	-79.2620294
M1L	43.7111117	-79.2845772
M1M	43.716316	-79.2394761
M1N	43.692657	-79.2648481
M1P	43.7574096	-79.273304
M1R	43.7500715	-79.2958491

Also, the below data has been used.
1. Toronto wiki page.
2. Cuisine of Toronto.
3. Neighbourhoods of Toronto.

https://en.wikipedia.org/wiki/Toronto
https://en.wikipedia.org/wiki/Cuisine_in_Toronto
https://en.wikipedia.org/wiki/List_of_neighbourhoods_in_Toronto