

Battle of the Neighborhoods

1. Business Problem (Introduction):

Toronto is Canada's largest city and a world leader in such areas as business, finance, technology, entertainment and culture. Its large population of immigrants from all over the globe has also made Toronto one of the most multicultural cities in the world. Toronto's 2020 population is now estimated at 6,196,731. Toronto also has the largest single concentration of Koreans in Canada with 53,940 living in the city, according to the Canada 2016 Census. Based on this information, we can assume that there are good opportunities for Korean food restaurant market because people connect to their cultural through similar food patterns. Immigrants often use food as a means of retaining their cultural identity. People from different cultural backgrounds eat different foods. The ingredients, methods of preparation, preservation techniques, and types of food eaten at different meals vary among cultures. Nowadays, K-pop is one of the most popular music genres in the world, according to the International Federation of the Phonographic Industry's Music Listening 2019 report. High Popularity of K-pop lead more people to interested in Korean-food and Korean Culture.

The objective of this project is to use Foursquare location data and regional clustering of venue information to determine what might be the 'best' neighbourhood in Toronto to open a new Korean restaurant restaurant.