

Data Science Capstone Project

Italian Restaurant Selection

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The project will make use of data science analytics to guide a new business project.

Business Problem

New Italian Restaurant

A client would like open an Italian restaurant in the downtown area of Toronto.

They would like to know which neighborhood would be best to open a new restaurant. The client is opening a more upscale restaurant so would not like to compete with other Italian restaurants in the area. They would also like to be in an area where there is a good choice of nightlife attractions in the hope customers would most likely look for some place to eat first and then go out afterwards while in the area.

Business Problem

Summary

- Downtown Toronto Location.
- Area with other types of restaurants.
- Near active nightlife venues.
- Limited competition for Italian restaurant's.

Data Sources

Data Acquisition

- The Four Square API will be used for neighborhood data.
- The following categories will be used:
 - Food
 - Italian Restaurant
 - Nightlife Spot

Data Analysis

Exploratory

- Data will be obtained for the three categories.
- Unpopular neighborhoods will be filtered out.
- The three categories will be merged for final selection.

Data Analysis

Potential Areas

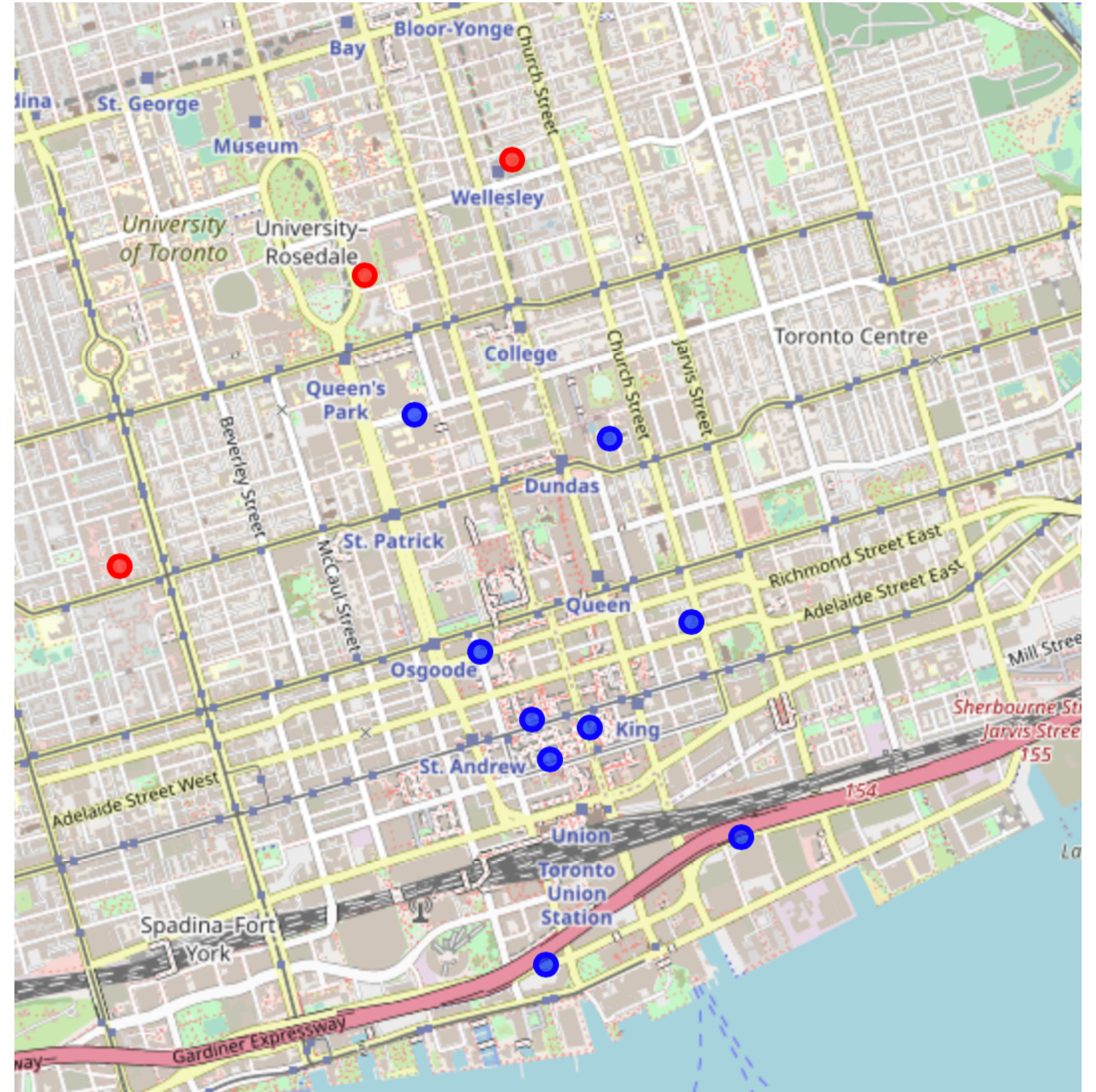
- Best Neighborhoods
- Main Categories
 - Number of Italian Restaurants
 - All Restaurants
 - Nightlife

Neighbourhood	Italian Restaurant	Restaurants	Nightlife
Kensington Market, Chinatown, Grange Park	2	50	47
University of Toronto, Harbord	2	49	28
Christie	2	27	8
Church and Wellesley	3	50	46
St. James Town, Cabbagetown	3	50	15
Queen's Park, Ontario Provincial Government	4	50	42
Regent Park, Harbourfront	5	50	28
Harbourfront East, Union Station, Toronto Islands	6	50	48
Richmond, Adelaide, King	8	50	50
Berczy Park	8	50	48
Garden District, Ryerson	9	50	48
Central Bay Street	10	50	47
First Canadian Place, Underground city	16	50	50
St. James Town	16	50	50
Toronto Dominion Centre, Design Exchange	19	50	50
Commerce Court, Victoria Hotel	23	50	50

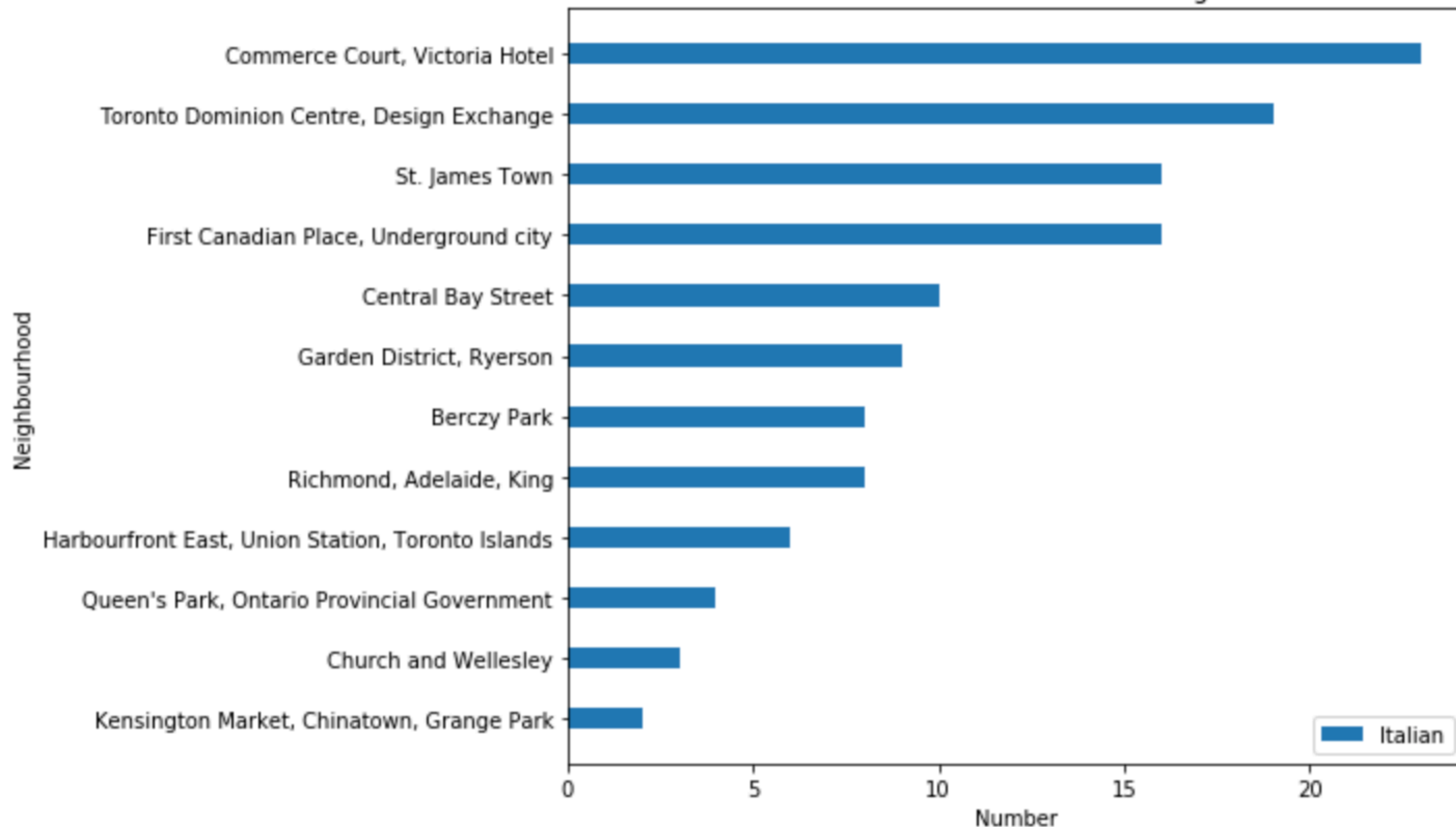
Conclusion

Location Overview

- Top three locations are highlighted in red.
- Best locations in the Northern Downtown area of Toronto.



Number of Italian Restaurants in the Neighbourhood



Conclusion

Best Location

It is recommended that the Kensington Market, Chinatown, Grange Park neighborhoods be considered as the best location.