

# **Applied Data Science Capstone**

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## **Optimal Location for Opening a Chinese Restaurant in Toronto**

### **1. Introduction:**

#### **1.1 Background**

While opening a restaurant is one of the profitable businesses, wrong location may lead to failure within a year. Location should be the first consideration before opening a restaurant because it directly determines demand for the restaurant.

#### **1.2 Business Problem:**

The objective of this Capstone project is to find an optimal location for opening a Chinese Restaurant in Toronto. With its high income level, being home to diverse nationalities and many successful businesses, Toronto is where many entrepreneurs are willing to open a restaurant. With its unique cuisine and tastes, Chinese restaurant is in high demand all over the world, including in Toronto. So, for this project, we will assume that an entrepreneur plans to open a Chinese restaurant in Toronto. Our focus is to determine neighborhoods where the demand for Chinese restaurant is the highest.

#### **1.3 Target Audience:**

The target audience of the project are listed below:

1. Local entrepreneurs planning to open a Chinese restaurant in Toronto
2. Chinese businessmen planning to open a Chinese restaurant in Toronto
3. Chinese restaurant owners willing to open their branch in Toronto

All the stakeholders listed above are interested to find out an optimal neighborhood in Toronto to open their Chinese restaurant. Choosing a wrong neighborhood means failure of a business for them. This analysis will help them to better understand Toronto neighborhoods and find the best location for their restaurant.