



TORONTO RESTAURANT BUSINESS

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BUSINESS PROBLEM

Analysis of the restaurant business VS. population, income, incumbent restaurant business, location

Where would be the best location to invest on a restaurant business?

What would best category of restaurant to invest on?

DATA

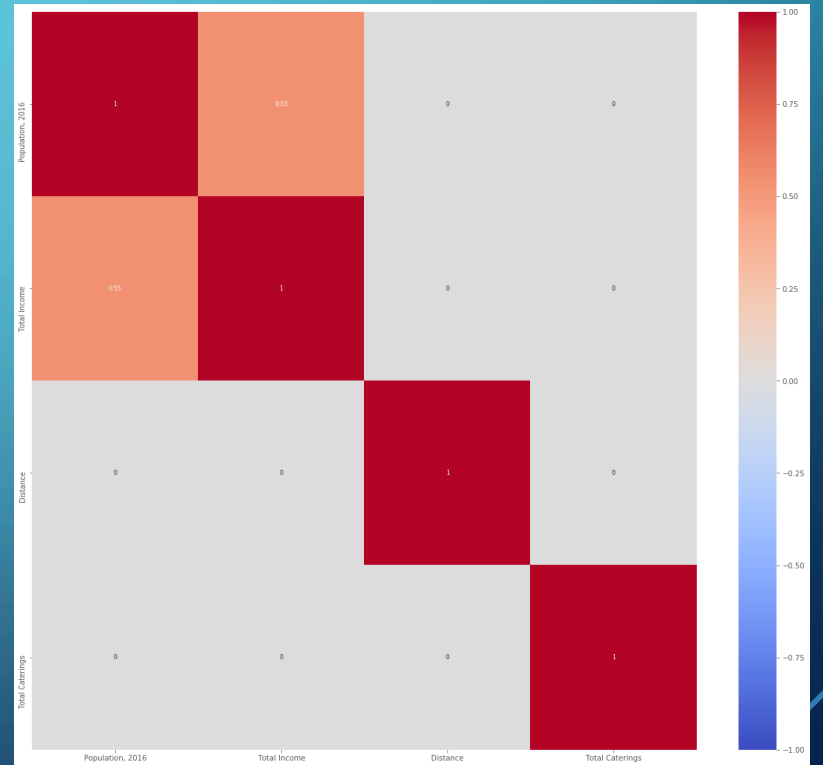
- List of Toronto Neighborhoods – Wikipedia
- Geospatial Neighborhood Data – Geocoder
- Toronto Population – 2016 Census, Statistics Canada
- Income – 2017, Statistics Canada
- Toronto Restaurant Business – Foursquare API
- Toronto FSA Map – Statcan.ca

METHODOLOGY

- Neighborhood Data Web Scraping
- Geodata, Income, Population ETL
- Foursquare API Request
- Haversine Distance Data Enrichment
- Correlation Top Down Analysis
- Neighborhoods Clustering

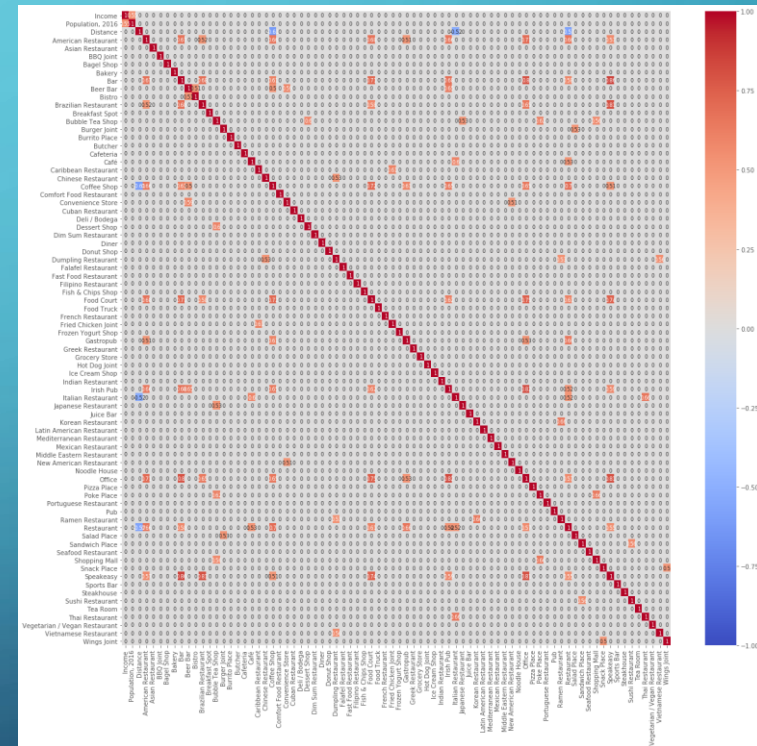
RESULTS

- Population/Businesses NB: No Correlation
- Income/Business NB: No Correlation
- Distance City Center/Business NB: No Correlation



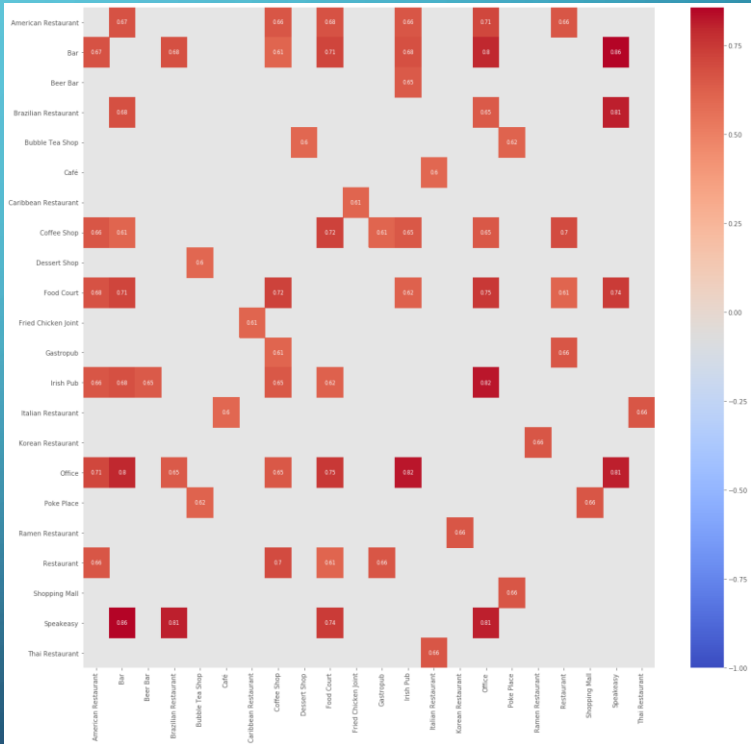
RESULTS

- Coffee Shops/Distance City Center:
Negative Correlation



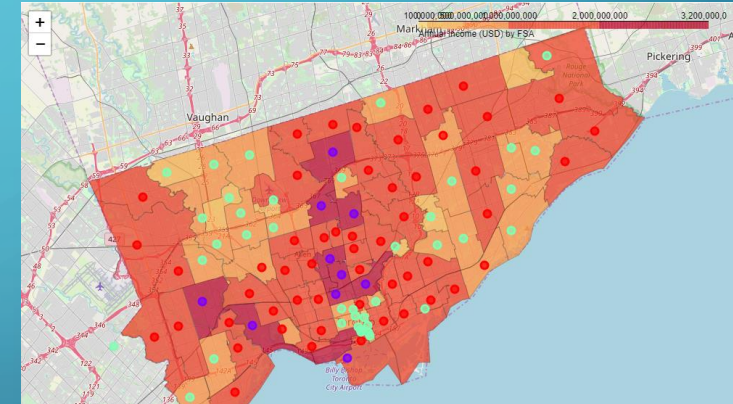
RESULTS

- Food courts/Speakeasy, Restaurants, Office, Coffee Shops, American restaurants.
- Coffee shops/bars, Gastropubs, Food courts, Irish pubs, office and restaurants
- Italian Restaurants/Cafés
- Office, catering/Bars, Irish Pubs and speakeasy

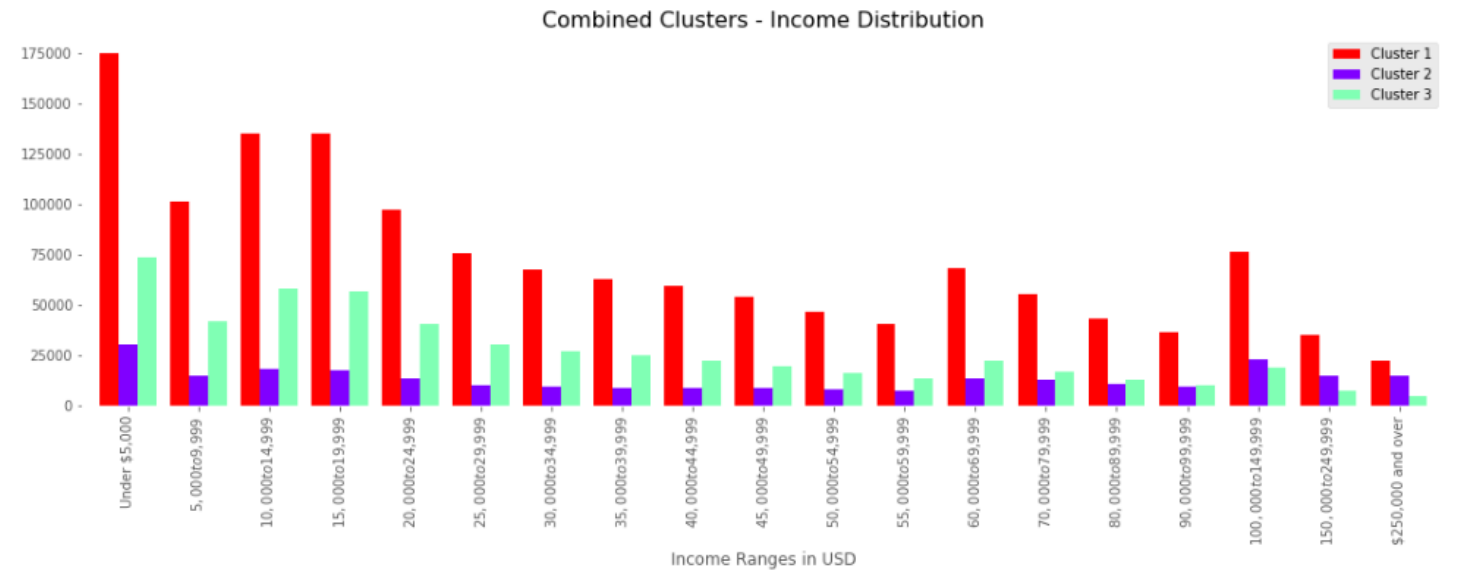


RESULTS

- Red Cluster: biggest, good average revenue - safest investment area
- Blue Cluster: Highest average revenue - Heavy Investment
- Green Cluster: Lowest average revenue - Lowest investment Vs Aggressive pricing



RESULTS



CONCLUSION

- Data Science Methodology
- Correlation
- Machine Learning Algorithm
- Improvement (Features, ML)