

IBM Applied Data  
Science Capstone Report

EVALUATING LOCATIONS FOR A NEW  
ELEGANT MODERN CHIC RESTAURANT IN  
TORONTO POPULAR NEIGHBOURHOODS  
BASED ON DEMOGRAPHICS, LOCATION  
HIGH FOOT AND CAR TRAFFIC, AND VENUE  
COMPETITIONS

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## Introduction

The goal of the project is to find a suitable location for new elegant modern chic restaurant & bar within the Top 20 popular neighborhoods in Toronto.

## Business Problem

There is a demand for a new elegant modern chic restaurant that will serve delicious mouth-watering meals in a city of Toronto, Canada. Investor/Restaurateur are interested in a location with high foot and car traffic and low competition that will help to maximize the profit on investment. The plan is to have a restaurant that will provide excellent customer service and serve international-inspired cuisine lunch and supper meals.

**Targeted customers:** middle class

**Audience & Stakeholders:** restaurateurs/investors

## Data

This project will extract insight from data to find the best location to open a new elegant modern chic restaurant with a bar in Toronto. The high foot and car traffic, accessibility, competition from similar kind of restaurant as well as the average income are used as criteria to find a suitable location. Thus, the project will utilize data for a list of popular/busiest neighborhood in the city of Toronto its venues and demographic data.

1. The search will be narrowed to the list of top 20 popular neighborhoods in Toronto that will be compiled manually based on research.
2. The demographic data for Toronto will be scrapped from Wikipedia [https://en.wikipedia.org/wiki/Demographics\\_of\\_Toronto\\_neighbourhoods](https://en.wikipedia.org/wiki/Demographics_of_Toronto_neighbourhoods) and then cleaned before combined with other data to find a suitable location for a new restaurant. In this case, we are interested in demographics data for Toronto popular neighborhoods specifically population, average income, and density.
3. The list of postal code, neighbourhood and borough will be scrapped from Wikipedia page: [https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada:\\_M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M) using beautiful –soup. This list will be cleaned
4. The list of geographical coordinates (longitude and latitude) of each postal code: [http://cocl.us/Geospatial\\_data](http://cocl.us/Geospatial_data) for the neighborhoods in Toronto. The location latitude and longitude will be used in foursquare to find more information.
5. The Foursquare API will be used to retrieve the list of most popular top 50 venues for each of the selected popular neighborhoods location in Toronto within a radius of 1.5 km.