
Toronto ethnic communities and ethnocentric businesses

IBM Data Science Capstone Project

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Introduction/ Business Problem

Preamble

New York and Toronto have much in common at first glance. Both cities are financial hubs in their respective countries. Both have a highly culturally diverse population. Both have a bustling night life and a plethora of shops for residents to explore. As in many ethnically diverse cities around the world, residents of the same cultural background tend to aggregate and live in the same neighbourhood. These ethnic communities have a specific demand for services that are catered to their unique needs.



Target audience

The target audience for this project is prospective restaurateurs who seek to set up ethnic restaurants in Toronto with some knowledge of the ethnic culinary scene in New York. They would appreciate the similarities and differences in the two cities. Based on their knowledge of the environment in New York, they could adjust their business strategy and the location of their restaurant.

Business problem

Modelled after the business makeup in New York, this report aims to determine the most desirable locations for setting up ethnocentric restaurants in Toronto. Are there more distinct cultural communities in Toronto than in New York? If one were to set up an ethnic restaurant in Toronto, where would he/she set it up where the demand is high and the market is not yet saturated?

Data

Data sources

The following sources will be used for the study:

- Foursquare API
- Census information for Toronto and New York
- Geographical information scraped from Wikipedia (for Toronto) and previous assignments for the Coursera IBM Data Science Capstone module

Details

The following features will be extracted from the Foursquare API data:

- The top 100 businesses for each neighbourhood in Toronto and New York
- Categories in which each business belongs
- Popularity and ranking for each ethnic restaurant

The following information will be extracted from census surveys:

- Population and ethnic composition in each neighbourhood
 - For Toronto: Canadian census <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E>
 - For New York: NYC Planning Population FactFinder <https://popfactfinder.planning.nyc.gov/#11.96/40.7277/-73.98885>

From the data, the restaurant-to-population ratio would be calculated for the ethnic groups specified.