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# Toronto ethnic communities and ethnocentric businesses

## IBM Data Science Capstone Project

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# Introduction

## Preamble

Toronto, the most populated city in Canada, is often referred to as “New York run by the Swiss”. In deed, 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, leading to emergence of distinct ethnic communities within the city. These ethnic communities have a specific demand for services that are catered to their unique needs.



## Business problem

Modelled after the makeup in New York, this report aims to determine if the market for ethnocentric restaurants is saturated 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?

## 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 difference in the two cities. Based on their knowledge in the environment in New York, they could adjust their business strategy and the location of their restaurant.