

Where to Open the Next Restaurant in Toronto?

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Introduction/Business Problem

A customer is planning to open a new restaurant in Toronto. However, he is not sure where exactly he should open the restaurant. He would prefer to open the restaurant at a **lively** place and also with a lot of **diversities**.

Data

1. Neighborhoods in Toronto from

https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M

List of postal codes of Canada: M

From Wikipedia, the free encyclopedia

This is a list of [postal codes in Canada](#) where the first letter is M. Postal codes beginning with M are located within the city of [Toronto](#) in the province of [Ontario](#). Only the first three characters are listed, corresponding to the Forward Sortation Area.

[Canada Post](#) provides a free postal code look-up tool on its website,^[1] via its [applications](#) for such [smartphones](#) as the [iPhone](#) and [BlackBerry](#),^[2] and sells hard-copy directories and CD-ROMs. Many vendors also sell validation tools, which allow customers to properly match addresses and postal codes. Hard-copy directories can also be consulted in all post offices, and some libraries.

Toronto - FSAs [\[edit \]](#)

Note: There are no rural FSAs in Toronto, hence no postal codes start with M0.

Postcode ↕	Borough ↕	Neighbourhood ↕
M1A	Not assigned	Not assigned
M2A	Not assigned	Not assigned
M3A	North York	Parkwoods
M4A	North York	Victoria Village
M5A	Downtown Toronto	Harbourfront
M5A	Downtown Toronto	Regent Park
M6A	North York	Lawrence Heights
M6A	North York	Lawrence Manor
M7A	Queen's Park	Not assigned

2. Geolocation data from https://cocl.us/Geospatial_data

	A	B	C	D
1	Postal Code	Latitude	Longitude	
2	M1B	43.8066863	-79.1943534	
3	M1C	43.7845351	-79.1604971	
4	M1E	43.7635726	-79.1887115	
5	M1G	43.7709921	-79.2169174	
6	M1H	43.773136	-79.2394761	
7	M1J	43.7447342	-79.2394761	
8	M1K	43.7279292	-79.2620294	
9	M1L	43.7111117	-79.2845772	
10	M1M	43.716316	-79.2394761	
11	M1N	43.692657	-79.2648481	
12	M1P	43.7574096	-79.273304	
13	M1R	43.7500715	-79.2958491	
14	M1S	43.7942003	-79.2620294	
15	M1T	43.7816375	-79.3043021	
16	M1V	43.8152522	-79.2845772	
17	M1W	43.7995252	-79.3183887	
18	M1X	43.8274337	-79.3056361	

3.Venues Data from Foursquare

	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Rouge, Malvern	43.806686	-79.194353	Wendy's	43.807448	-79.199056	Fast Food Restaurant
6	Guildwood, Morningside, West Hill	43.763573	-79.188711	Big Bite Burrito	43.766299	-79.190720	Mexican Restaurant
13	Woburn	43.770992	-79.216917	Korean Grill House	43.770812	-79.214502	Korean Restaurant
14	Cedarbrae	43.773136	-79.239476	Federick Restaurant	43.774697	-79.241142	Hakka Restaurant
15	Cedarbrae	43.773136	-79.239476	Drupati's Roti & Doubles	43.775222	-79.241678	Caribbean Restaurant
17	Cedarbrae	43.773136	-79.239476	Thai One On	43.774468	-79.241268	Thai Restaurant
25	East Birchmount Park, Ionview, Kennedy Park	43.727929	-79.262029	Hakka No. 1	43.727688	-79.266057	Chinese Restaurant
28	Clairlea, Golden Mile, Oakridge	43.711112	-79.284577	Dairy Queen	43.710378	-79.290701	Fast Food Restaurant
40	Cliffcrest, Cliffside, Scarborough Village West	43.716316	-79.239476	Vincent's Spot	43.717002	-79.242353	American Restaurant
45	Dorset Park, Scarborough Town Centre, Wexford ...	43.757410	-79.273304	Kairali	43.754768	-79.277199	Indian Restaurant
46	Dorset Park, Scarborough Town Centre, Wexford ...	43.757410	-79.273304	Kim Kim restaurant	43.753833	-79.276611	Chinese Restaurant

Methodology

I'm going to scrape the location data of the neighborhoods in Toronto from

https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M

Then I combine the above info with Geolocation data from https://cocl.us/Geospatial_data. Make a map using these info to have a overview of the neighborhood distribution.

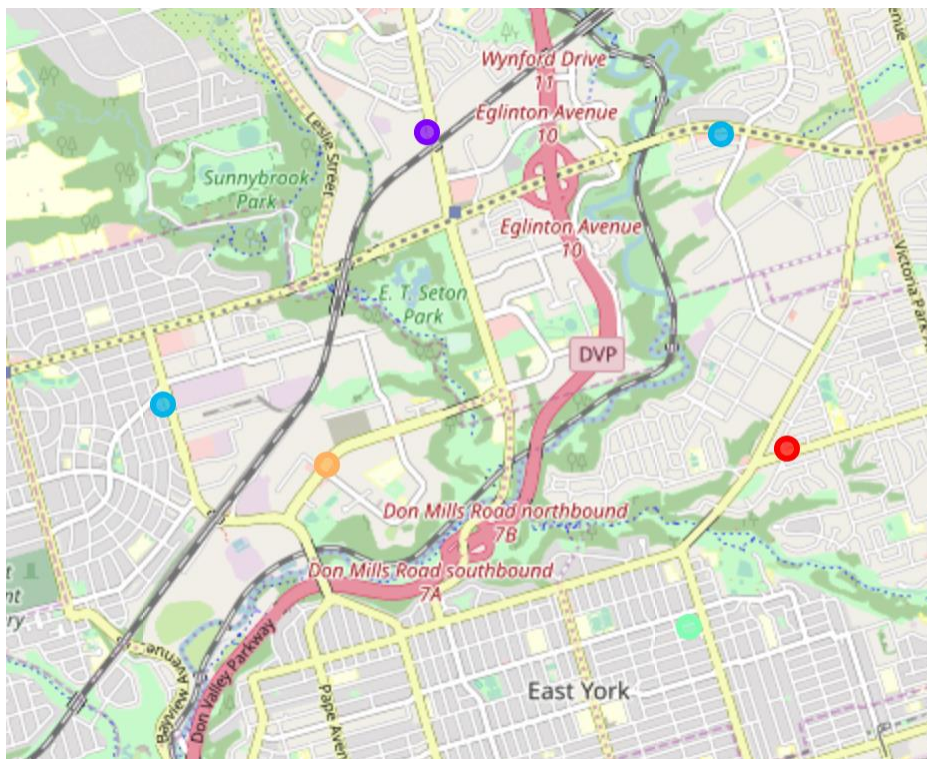
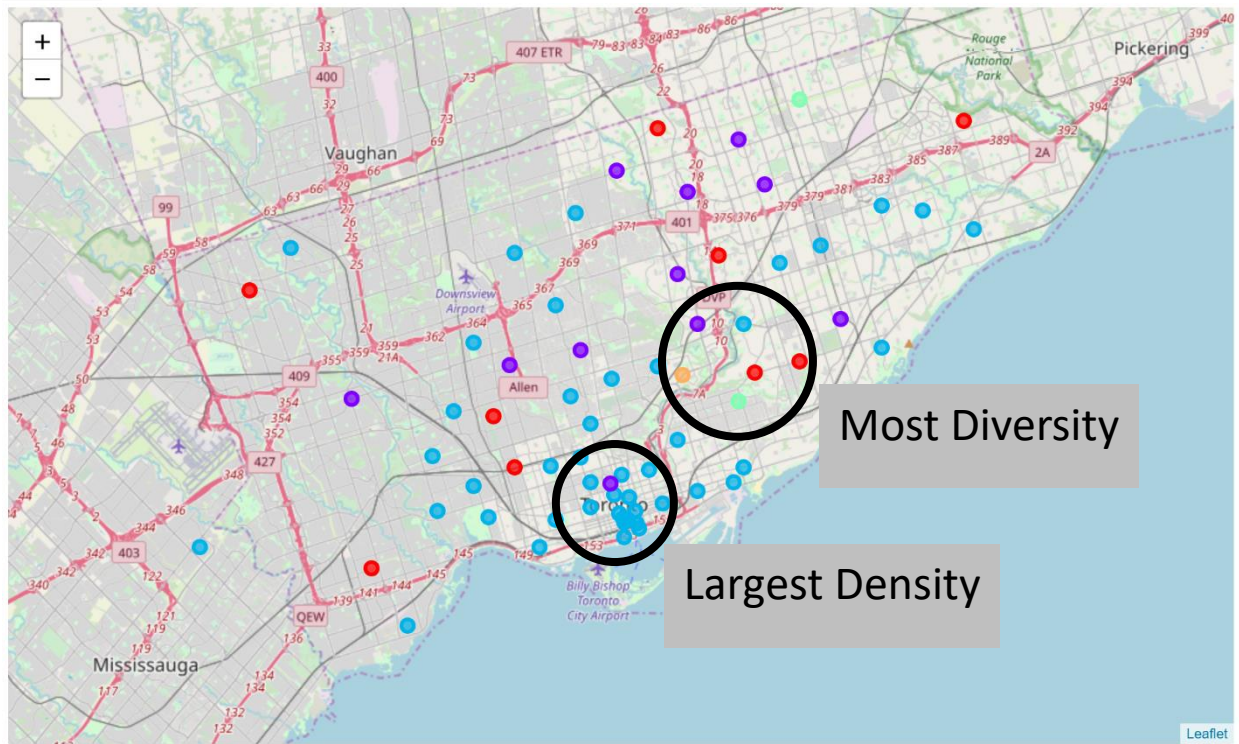
Then I'm going to use the Foursquare location data to get the venues information in all the neighborhoods.

Since the problem is restaurant related, I'm going to filter other venues info except for restaurants.

Then I'm going to cluster the neighborhoods according to their restaurants venues information.

Then find the location that's close to a diversity of clusters of restaurant neighborhoods.

Results



Discussion

As we can see the largest cluster of neighborhoods with similar restraints is the blue ones. And Most of them are located in downtown Toronto. With the second largest being the purple ones scattered in the north part of Toronto. In particular, the area to the north of East York has the 5 neighborhood in 4 different clusters which could be a signal of the area with most restaurant diversity.

Conclusion

Downtown Toronto is the most lively place in regards of number of neighborhoods with restaurants open. And if the owner want to look for a place where there's more diversity, maybe he could consider north to East York where different clusters of neighborhoods meet.