**Where are the appropriate neighborhoods in Toronto to locate your new KFC restaurant?**

Vũ Minh Hưng: hung.ttkt1@gmail.com

Sunday, September 30, 2018

**Introduction**

There are currently dozens of KFC restaurants located in Toronto among hundreds outlets from other giant fast food chains. But with the strong consumer awareness of American food and beverages and fast growing of Food consumption in the city. It is expected that the market is still expanding rapidly in coming years. However, it is not easy to find a suitable location for your new KFC restaurant here. The objective of this analytics, is to solve that problem based on neighborhoods and corresponding venues data in Toronto in addition other data.

**About dataset**

I collect and merge data from various sources including Wikipedia and open data from [Toronto portal](https://www.toronto.ca/city-government/data-research-maps/open-data/). My goal is to find which neighborhood attracts the most for people set up their restaurants. Besides, I consider other feature like average income of people, crime rate, population density for my evaluation to be more accuracy. I am using Google APIs to get coordinates of Toronto neighborhoods. From the coordinates, I will use Foursquare APIs to get data about all of restaurant venues available in these district, especially fast food outlets. My final data is shown as below

