Coursera IBM Data Science Capstone Project

Analyzing location for an Indian restaurant in Toronto, Canada

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1. Introduction & Business Problem:

Problem Background:

Toronto is the densely populated city in Canada. It provides a lot of business opportunities and a business-friendly environment. Toronto is an international center of business, finance, arts, and culture, and is recognized as one of the most multicultural and cosmopolitan cities in the world. Its economy is highly diversified with strengths in technology, design, financial services, life sciences, education, arts, fashion, business services, environmental innovation, food services, and tourism.

Toronto has attracted big business players from all around the world. It means the Toronto market is highly competitive. Also, the cost of doing business in such a market is high. Hence, any business venture or expansion must be analyzed very carefully. The insights derived from the analysis will give a good understanding of the business environment which help in strategically targeting the market. It also reduces risk and helps in getting a better Return on Investment.

Problem Description

A restaurant is a business establishment which prepares and serves food and drink to customers in return for money. Toronto is famous for its excellent cuisine. Its food culture includes an array of international cuisines influenced by the city's immigrant history.

In the restaurant business, LOCATION is a very important factor for its success. When a restaurant is located in a good and posh location, restaurant owner don't have to push his marketing efforts to generate more footfalls. Due to the location, his business will get more walk-ins than any others. But choosing the location sometimes can pose a big challenge.

Also opening a restaurant in the area with no competition is challenging as well.

Hence, in this project, I will help ABC foods LLC to find the most suitable location for an Indian Restaurant in Toronto with no or little competition with high foot traffic.

Target Audience

Anyone who wants to open a restaurant in Toronto, Canada.