

Coursera Capstone

Succes with opening a Japanese restaureant in Toronto

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May 2021

Introduction

Toronto is the capital city of the province of Ontario. It has approx. 2.7 Million people living in it. It is the most populous city in Canada and the 4th most populous city in North America. More than 50% of the residents of Toronto belong to a minority population group and over 200 distinct ethnic origins are presented among its inhabitants. There are more than 160 spoken languages in Toronto.

Business problem

In this project we will explore the best locations for a Japanese restaurant in Toronto. With more than 160 spoken languages in Toronto and many ethnic restaurants, it is an ideal place to look for opportunity to start a new restaurant. Japanese foods are very popular because it is a sign of status but also because the food is generally more healthy than what we see in regular American food habits. Toronto is a major transport hub in Canada and central America. Trains from New York come here as well as transits from the surrounding area. Toronto is also a major hub for transit to the US, which makes it ideal for tourism and work. This is why there is potential for great success for a restaurant owner. With any business, opening a restaurant requires consideration and dedication since it can quickly become more complicated than it seems at first glance. The location of the restaurant has a determining factor for success or failure, so we will try to answer the question:

"Where should the investor setup a new Japanese restaurant for best success?"

Data

In order to answer our question above we need to gather some data on Toronto and its neighborhoods, boroughs, the latitudes and longitudes, existing restaurants, ratings and tips.

We will use data that has been collected (toronto_data.json) from wikipedia(https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M) and geospatial_data.csv' which contains the latitude and longitude of the locations.

Data on restaurants will be obtained from the FourSquare API from the Python library Request. We will be using data science skills by working with FourSquare API, data cleaning, data wrangling and visualization.

Methodology

- Data collected from https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M has been merged with geospatial_data.csv and presented as toronto_data.json
- FourSquare will be used to locate venues and then filter for Japanese restaurants. Ratings, tips and such will be counted and added to the dataframe
- Data will be sorted based on rankings
- Data will be visually assessed using graphs from Python libraries

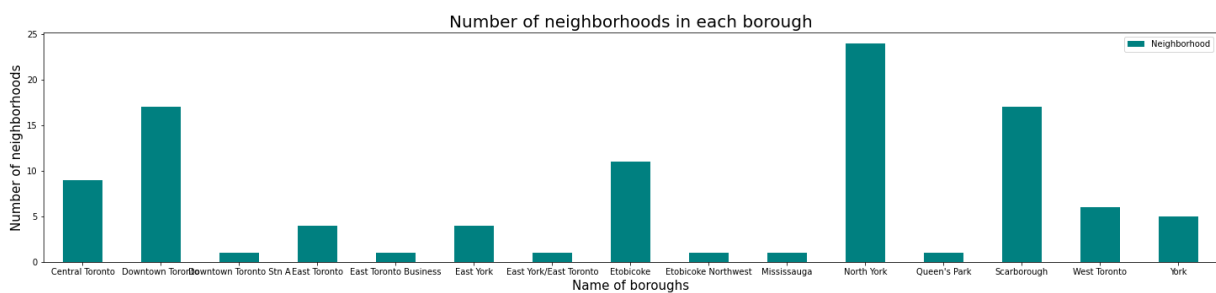
Problem Statement

1. What is the best location for Japanese food in Toronto
2. What neighborhood should we open a Japanese restaurant in order to have the best chance of success?
3. Where in Toronto would I go to have the best japanese food?

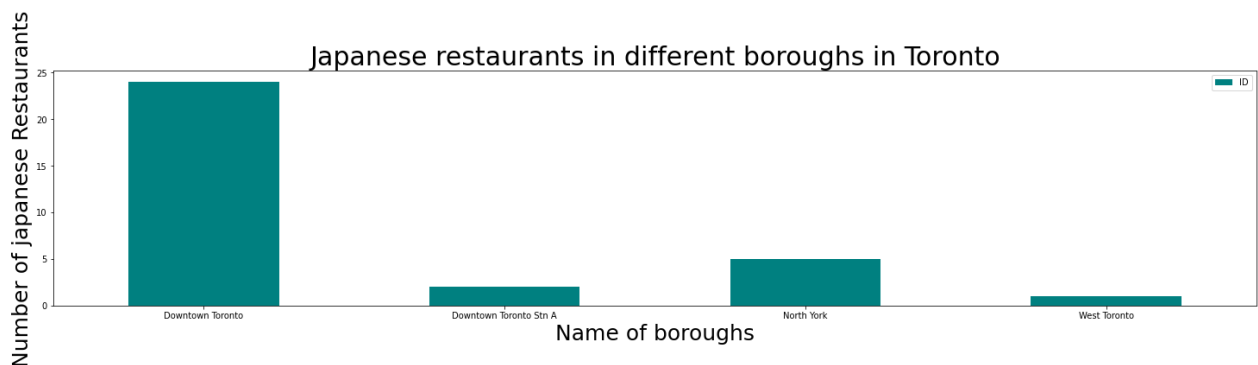
Results:

A collection of results are displayed below:

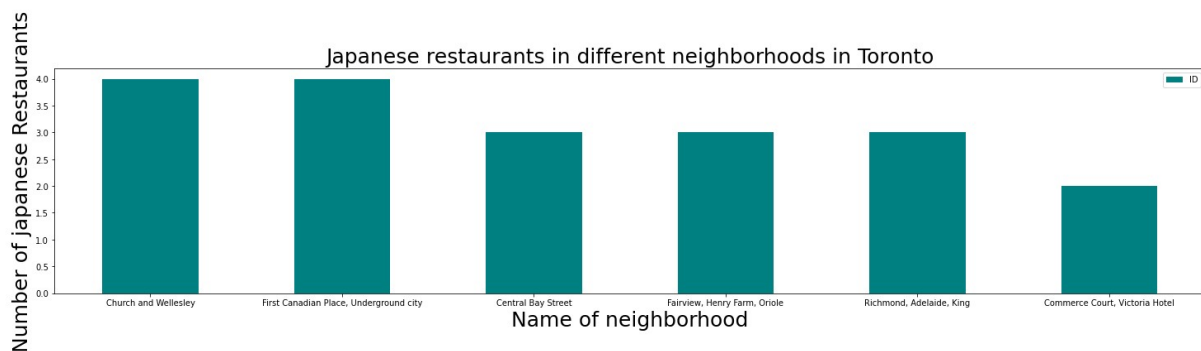
1. We can see that the highest neighborhood is in North



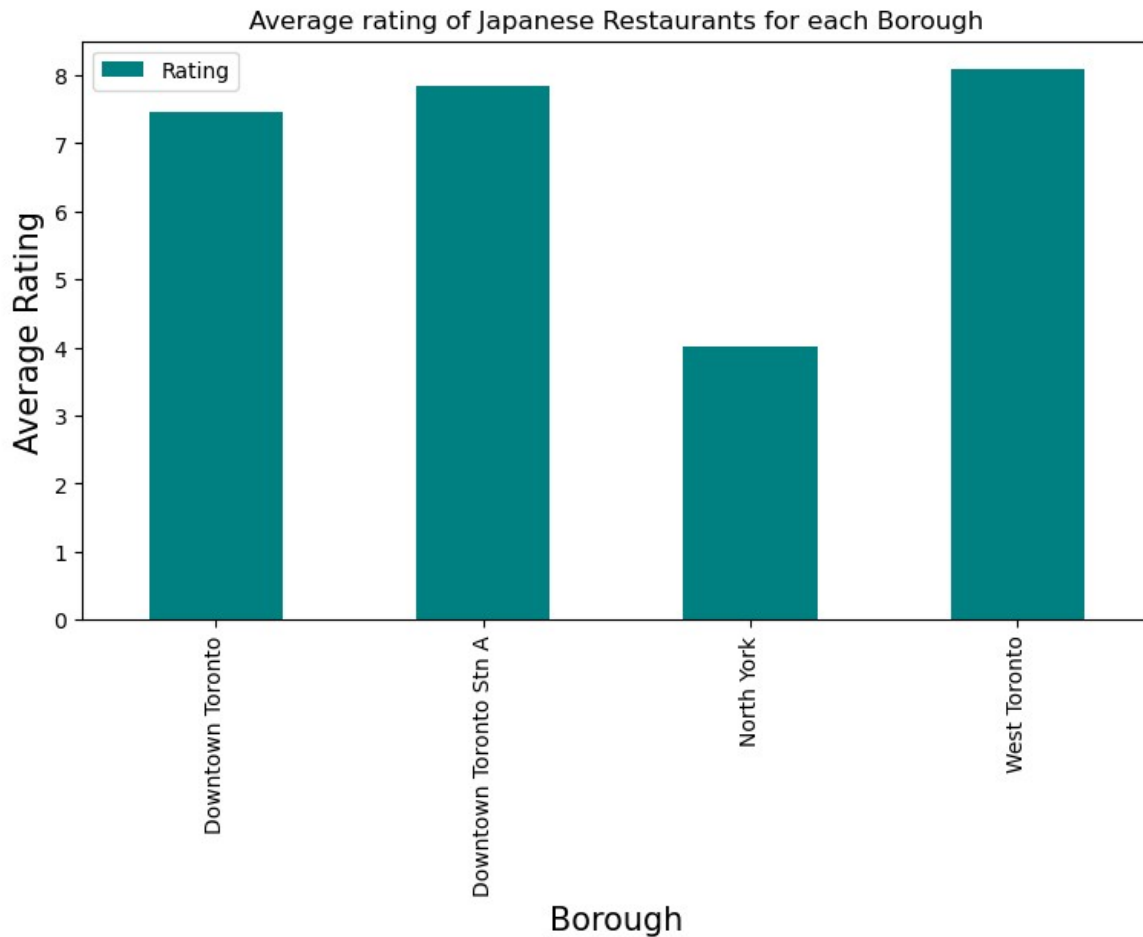
2. North York might have the highest number of neighborhoods, but it does not have the highest number of Japanese restaurants. Downtown Toronto has the most Japanese restaurants



3. Church and Wellesley in Toronto has the highest number of restaurants, numbering 25.



4. West Toronto has the highest average rating on Japanese restaurants for each borough. Downtown Toronto Stn A. and Downtown Toronto come in with close average ratings and North York has the lowest average for each borough. The three highest rated neighborhoods are Harbourfront East, Union Station, Toronto Islands, and tied for second are St. James Town and University of Toronto, Harbord.



	Neighborhood	Average Rating
8	Harbourfront East, Union Station, Toronto Islands	8.8
9	Little Portugal, Trinity	8.1
11	St. James Town	8.6
12	St. James Town, Cabbagetown	8.4
14	University of Toronto, Harbord	8.6

Discussion section:

Bases on the findings of this analysis I would state that Downtown Toronto Stn. A and West Toronto have the best rated Japanese restaurants on average. On the other hand, North York has the lowest average rating. Downtown Toronto has nearly 25 Japanese restaurants, whereas North York only has about 5. Downtown Toronto is the best place to get good Japanese food according to this analysis. To have best success for a good Japanese restaurant I would open one in North York, since the competition there is not that tough.

Further research:

The analysis could be expanded to include property prices and taxes, to evaluate what the cost would be to establish such an investment.

We are also dependent on the account on FourSquare which is limited on their data but also API calls. For better results one could buy access to more data to make a more comprehensive set of work.

Conclusion:

In our project we have identified the business problem, layed down the data foundation, filtered and sorted data and displayed the results for our stakeholders. We also analyzed the data and came with suggestions on possible investment opportunities to the question:

“Where in Toronto should I setup a Japanese restaurant”

Hopefully this will help investors on where to look for opportunitites in Toronto with regards to Japanese cuisine.