1. Introduction

1.1 Background

Toronto is the fifth largest city in all of North America and the most populous city in Canada, with a population of over 2 million people, as of 2018. It is known for its extremely diverse population, with over 250 ethnicities and 180 different languages represented. It is the home to many popular attractions, for example the CN tower, Casa Loma (the only real castle in North America) and the Toronto Islands; the largest urban car-free community in North America. It consists of over 1,500 parks, 150 outdoor skating rinks and is the host of the largest single-day parade in North America.

Considering all these elements, it is no wonder that Toronto attracts about 43 million visitors annually. As a result of all these factors, Toronto is an ideal place to start up a new business. With over 800,000 successful businesses running already. One of the strongest business sectors in Toronto is the food service industry, consisting of over 8,000 restaurants.

1.2 Problem

Individuals who might want to open a restaurant in Toronto might be reluctant to do so considering all the competition. This project will be a source for feature business owners to refer to, when they are planning to open a restaurant. The key problem this project aims to solve is, which neighbourhood is the best for the business owner's restaurant. To provide the best solution for this problem several factors will be taken into consideration.

The first being which neighbourhoods of Toronto, have the most restaurants. This will indicate to the business owner where the competition is high, and which areas are the best to avoid.

The second factor will be: out of the restaurants in each neighbourhood, which cuisine are they. The will help the business owner decide the best location for their restaurant. For example if an individual is looking to open a Chinese restaurant, then it is a better idea for them to open it in a neighbourhood with few/no Chinese restaurants.

The third factor will be: what amenities are in the neighbourhood? Are there a lot of commercial, educational or recreational places nearby? Neighbourhoods with these types of places are more likely to attract customers, making them an ideal location.

After considering all these factors the business owner should have a good idea of which neighbourhood is the most ideal for their restaurant.

1.3 Audience

The key audience for this report is anyone who would like to open a new restaurant in the future, and would like to know where the ideal spot for their new restaurant is.