

Introduction

Toronto is the fifth largest city in all of North America and the most populous city in Canada. It is known for its diverse population, with over a 180 languages spoken among the population. It is the home to the PATH, an underground shopping centre, and the Eaton Centre, a shopping mall which received more visitors in 2015 than the Toronto Pearson Airport. With over 43 million visitors annually, the city an ideal place for starting a commercial business. However, due to the amount of competition from previous businesses and widely known chain stores, opening a new business can be a quite intimidating process. Therefore the future business owner should carefully consider every aspect before opening their business.

Problem:

With approximately 7,500 restaurants in Toronto, those who have an idea to open a new restaurant might be reluctant to do so. However this project will provide the business owners with data which will gives them information about which neighbourhood will be the ideal one for their new restaurant. Information such as existing restaurants in the area, rent for each neighbourhood and nearby amenities will be extracted from the Foursquare API and this data will be analyzed to provide the future owners with enough information to make a proper decision on which neighbourhood to choose.

Target Audience:

The target audience for this project will be anyone looking to open a restaurant in Toronto. This project will give insights about each neighbourhood and by looking at these insights the people who wish to open restaurants can choose the best location for the restaurant.