Opening a New Indian Restaurant in Toronto, Canada

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Business Problem

- In order to fulfill the hunger of increasing Indian immigrants in Toronto,Canada, establishing Indian restaurant at best location is required.

- Objective: To analyse and select the best locations in the city of Toronto,Canada to open a new Indian Restaurant.

- Business question ➢In the city of Toronto,Canada if an Investor/Businessman is looking to open a new Indian Restaurant, where would you recommend that they open it?

Data

- **Data required**

➢List of neighbourhoods in Toronto with second most common Language.

➢Latitude and longitude coordinates of the neighbourhoods

➢Venue data, particularly data related to Indian/Asian restaurants.

- **Sources of data**

➢Wikipedia page for neighbourhoods (https://en.wikipedia.org/wiki/Demographics_of_Toronto_neighbourhoods)

➢Geocoder package for latitude and longitude coordinates

➢Foursquare API for venue data

Methodology

- Web scraping Wikipedia page for neighbourhoods list

- Get latitude and longitude coordinates using Geocoder

- Use Foursquare API to get venue data

- Group data by neighbourhood and taking the mean of the frequency of occurrence of each venue category

- Filter venue category by Indian/Asian/Fast-Food Restaurant

- Perform clustering on the data by using k-means clustering

- Visualize the clusters in a map using Folium

Results

The results from the k-means clustering show that we can categorize the neighbourhoods into 3 clusters based on the frequency of occurrence for "Restaurants":

• Cluster 0: Neighbourhoods with low number to no existence of Indian/Asian Restaurant

• Cluster 1: Neighbourhoods with moderate number of Restaurant

• Cluster 2: Neighbourhoods with high concentration of Indian Restaurants.
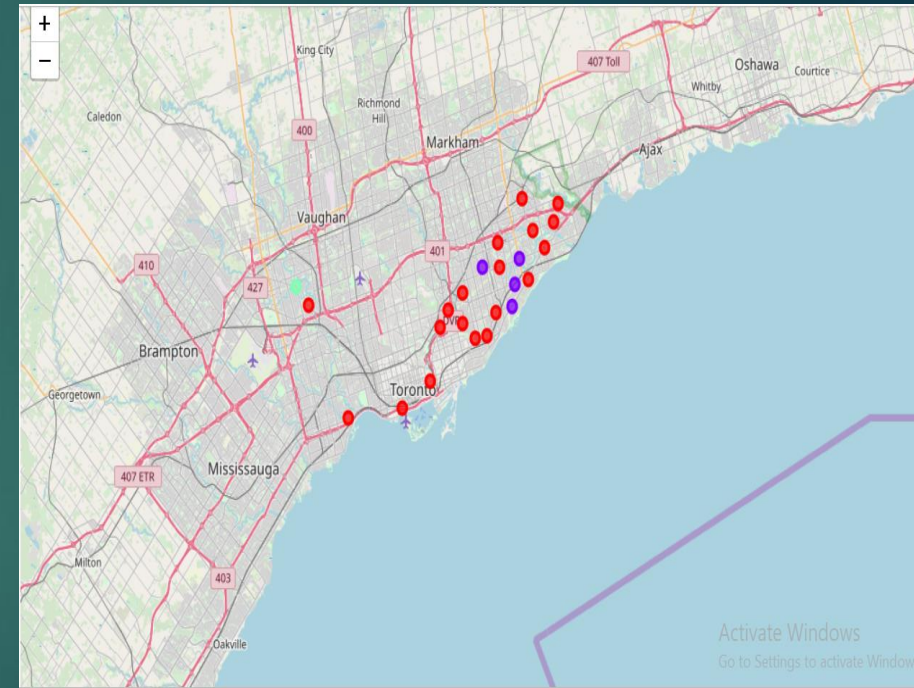
Recommendations

- Open new Restro's in neighbourhoods in cluster 0 (with high common language percentage) with little to no competition

- Can also open in neighbourhoods in cluster 1 with moderate competition if have unique selling propositions to stand out from the competition

- Avoid neighbourhoods in cluster 2, already high concentration of Restro's and intense competition