**Data:**

To solve the stated business problem, I will be using these datasets:

* The Foursquare location data of the venues in Toronto
* The 2016 Canada Census Data of the population of the postal code areas of Toronto
* The latitude and longitude coordinates of each postal code area within Toronto. This data was provided in the Week 3 lab in this course.

We will use the latitude and longitude of each Toronto postal Code area as to define our geographic areas that we are going to consider.

Using the Foursquare location data, we will be able to determine the number of existing restaurants in Toronto. This will help us determine which areas have the least concentration of restaurants. Also, it will help us determine what type of restaurant has the least concentration. We should not open an Italian restaurant if there are already many Italian restaurants in the area.

And finally, the Census data will show us the areas with the highest population. The higher the population, the more potential customers we will have.