Finding Neighborhoods in Toronto to start an Indian Restaurant

Introduction/Business Problem:

The exercise is for the hospitality industry, which is very dependant on specific locality because a good neighbourhood can drive the required quality and quantity of traffic/footfall to the establishment. The locality also helps in minimizing/ avoid category competition.

Objective:

The objective here is to analysis and provide a list of the suitable neighbourhood to start an Indian Restaurant. The selected city is Toronto. Toronto, being the most populous city and a major financial hub of Canada, attracts residents from all over the world both via employment opportunities and tourism. With nearly half, 46%, of its population coming from other countries. More than 200 different ethnic groups call Toronto home, and they bring with them over 140 languages. It is also one of those cities housing a wide selection of restaurants from cuisines all over the world, as we are going to see in this study.

Here, we deal with a hypothetical situation, of solving queries for planning to start an Indian restaurant in Toronto. The preliminary study of feasible neighbourhoods for this new venture. Here, we use the business concept of proximity to competition, to shortlist ideal areas. Competition can be useful in industries where comparison shopping is popular. Shopping clusters and various food and eating joints around can help the new business to get the initial traction. Therefore, in this project, we try to find the neighbourhoods around Toronto, which has a clustering of Restaurants. However, none of them being an Indian Restaurant. This step will avoid competing with the same cuisine, one that's hard to pull off with a new restaurant.

The course of this project would involve accessing the data of different venues existing within a set radius from each neighbourhood in the list. The collection of data about the different kinds of sites will be collected using Foursquare api, and then only the categories containing the word "Restaurant" will be extracted from them. After this, we remove the data of Indian Restaurants from the dataframe, and then aggregate the other restaurant values together, to represent the relative presence of restaurants near each neighbourhood. Then we add the Indian restaurant column back into the dataframe beside the aggregate units of restaurants of all other cuisines for comparison.

Finally, we sort the dataframe in the decreasing order of aggregate restaurant value, and then pick the neighbourhoods at the top, without an Indian restaurants.