

Capstone Project

The Battle of Neighbourhoods

PART – 1

Introduction

New York City has been a major hub of the entry for immigrants; the term "melting pot" was to describe densely populated immigrant neighbourhoods on the Lower East Side. As many as 800 languages are spoken in New York, making it the most linguistically diverse city in the world. English remains the most widely spoken language, although there are areas in the outer boroughs in which up to 25% of people speak English as an alternate language, and/or have limited or no English language fluency. English is least spoken in neighbourhoods such as Flushing, Sunset Park, and Corona.

With its diverse culture, comes diverse food items. There are many restaurants in New York City, each belonging to different categories like Chinese, Indian, and French etc.

Business Problem

The objective of this capstone project is to find the most suitable location for the entrepreneur to open a new Indian Restaurant in Toronto, Canada. By using data science methods and tools along with machine learning algorithms such as clustering, this project aims to provide solutions to answer the business question : In Toronto, if an entrepreneur wants to open an Indian Restaurant, where should they consider opening it?