

## **Initial Business problem and background**

Toronto, the capital of the Canadian province of Ontario, is the most populous urban area in the country. A diverse, multicultural city, it is the country's financial and commercial center. Boasting many cultural assets, it is also a popular tourism destination.

An experienced restaurateur is looking to find an opening in the city, with an intent to open a contemporary, multi-ethnic restaurant. The question is, of the city's diverse communities and neighborhoods, to find a lucrative location. This will take, among other considerations, the appropriate business and economic ecosystem, so as to find the most promising niche in a complex tapestry of existing restaurants, other attractions, and demographics. Our role is to provide relevant data points on which their decision may be based.

Questions include whether the demographics in the relevant neighborhoods is supportive the endeavor, as it is to be targeted for especially younger professionals in the 20 – 45 age range with sufficient disposable income, which types of cuisine may compliment existing establishments so as to fill in an unmet need, and that an area is not always saturated with similar businesses.

## **Target Audience**

Is the primary party looking to establish the restaurant, and their investors who will base decisions on the business plan based in part on the data analysis presented here.

## **Data Selection**

Two primary data sources will be employed in a preliminary analysis:

1. For analysis and segmentation of existing restaurants and other attractions will be obtained using the Foursquare API. This will create a profile of existing establishments already serving the diverse neighborhoods. With this data we can aggregate the various kinds of establishments in each community.
2. Neighborhood profiles, including demographic data, will be drawn from Toronto City's Open Portal. We will rely heavily on the data sets pertaining to neighborhood boundaries (<https://open.toronto.ca/dataset/neighbourhoods/>) as well as demographic data for each neighborhood for a 2016 census (<https://open.toronto.ca/dataset/neighbourhood-profiles/>)