New Restaurant in Toronto

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Introduction

A new investor has contacted us looking to open a restaurant in Toronto. They are looking for guidance on where to locate the restaurant and what kind of restaurant/bar to open.

We will study the success of the existing business in the Toronto area, using the information obtained through the Foursquare API, together with the vehicule and foot traffic of the streets in Toronto, to decide an appropriate location.
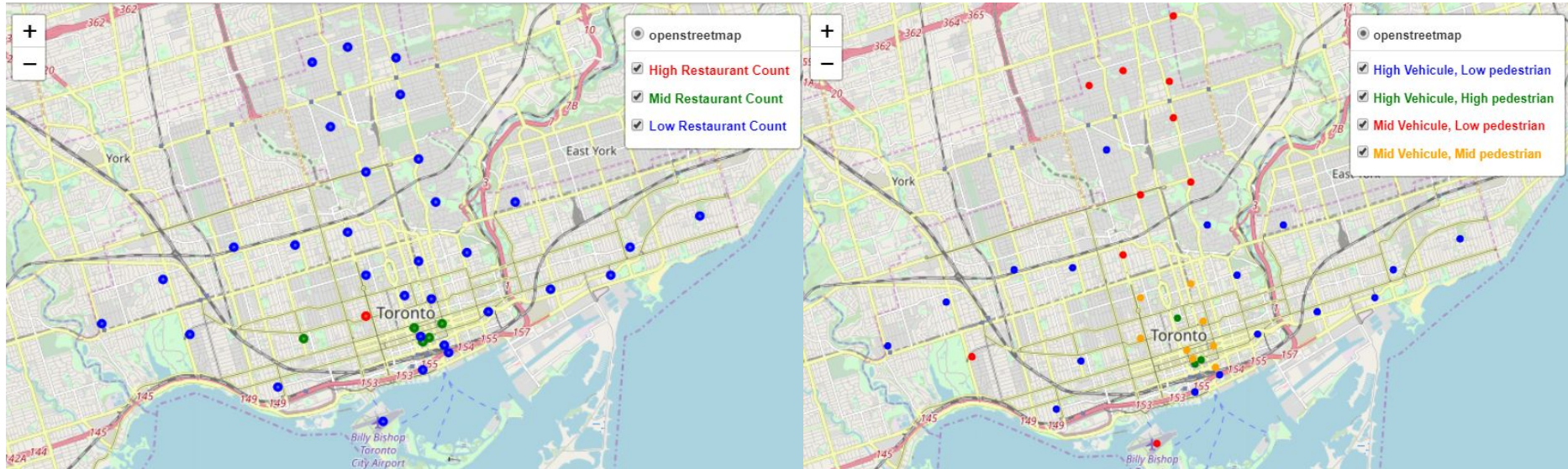
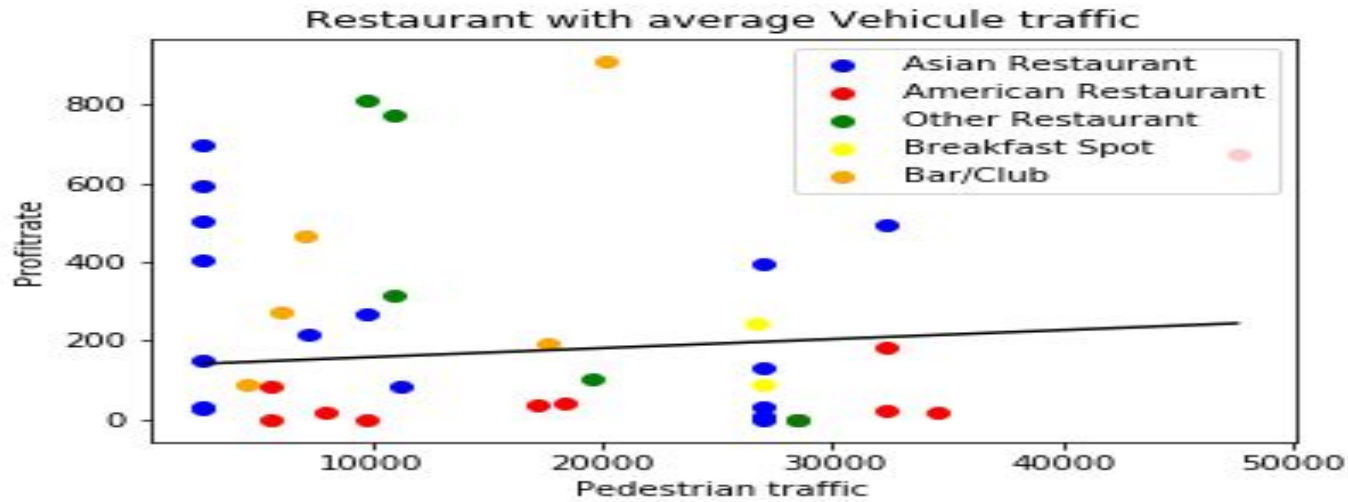We will associate the success of each restaurant to the number of 'tips' and their 'rating'.

Data Sources

- https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M

- http://cocl.us/Geospatial_data

- https://www.toronto.ca/city-government/data-research-maps/open-data/open-data-catalogue/transportation/#7c8e7c62-7630-8b0f-43ed-a2dfe24aadc9

- Foursquare API

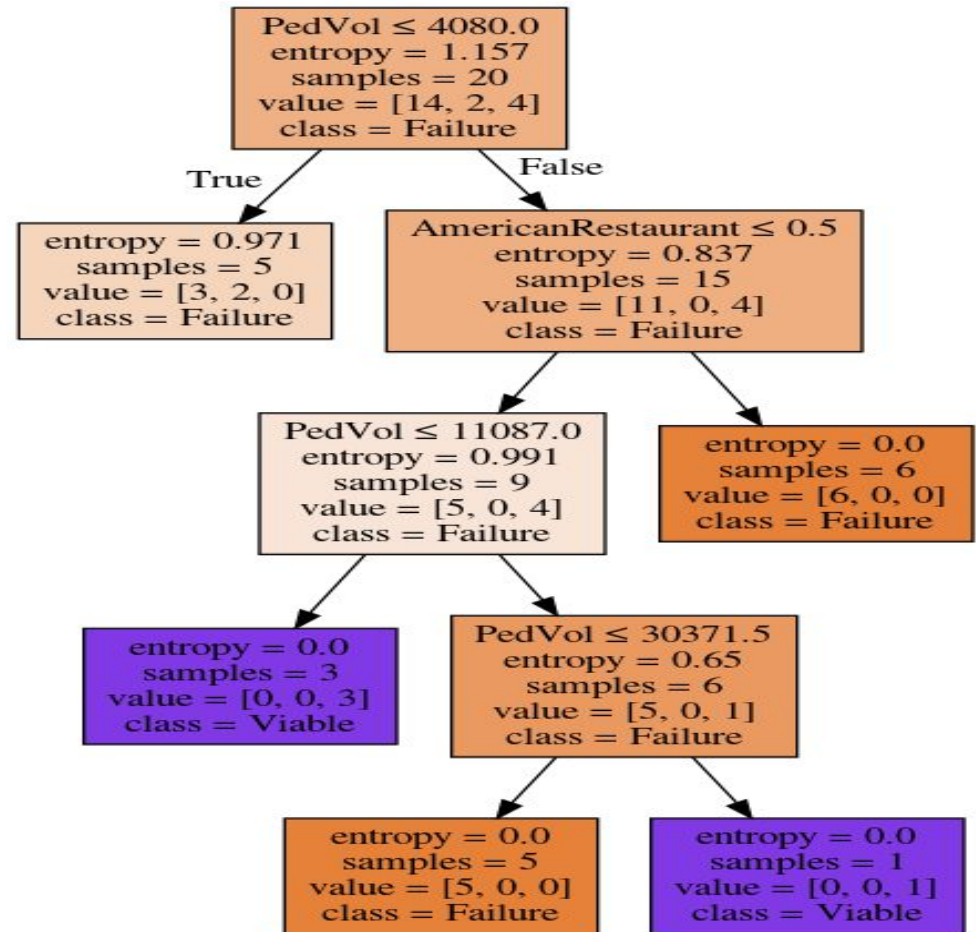# Maps of Traffic and Restaurant density in Toronto

Profitrate of Restaurants depending on category and foot traffic

Restaurant with average Vehicule traffic

Decision Tree

We see that the restaurant should be placed in a street with foot traffic between 4.080 and 11.087 people at the peak 8hr period of the day.
The decision tree also informs us that we should not open an American Restaurant.

Conclusion

We recommend our business partner to open the new restaurant in a street with foot traffic nearby 10.000 people at the peak 8hr period of the day.

Those would include the neighborhoods in orange and green in our second map.

And to open either a Bar, Nightclub or a Food Restaurant that serves something different than those already existing, this way it would fall in the 'Other Restaurant' category which is also Highly successful and contains Unique restaurants in the area.