



MEXICAN RESTAURANT IN TORONTO

Finding the right Neighborhood

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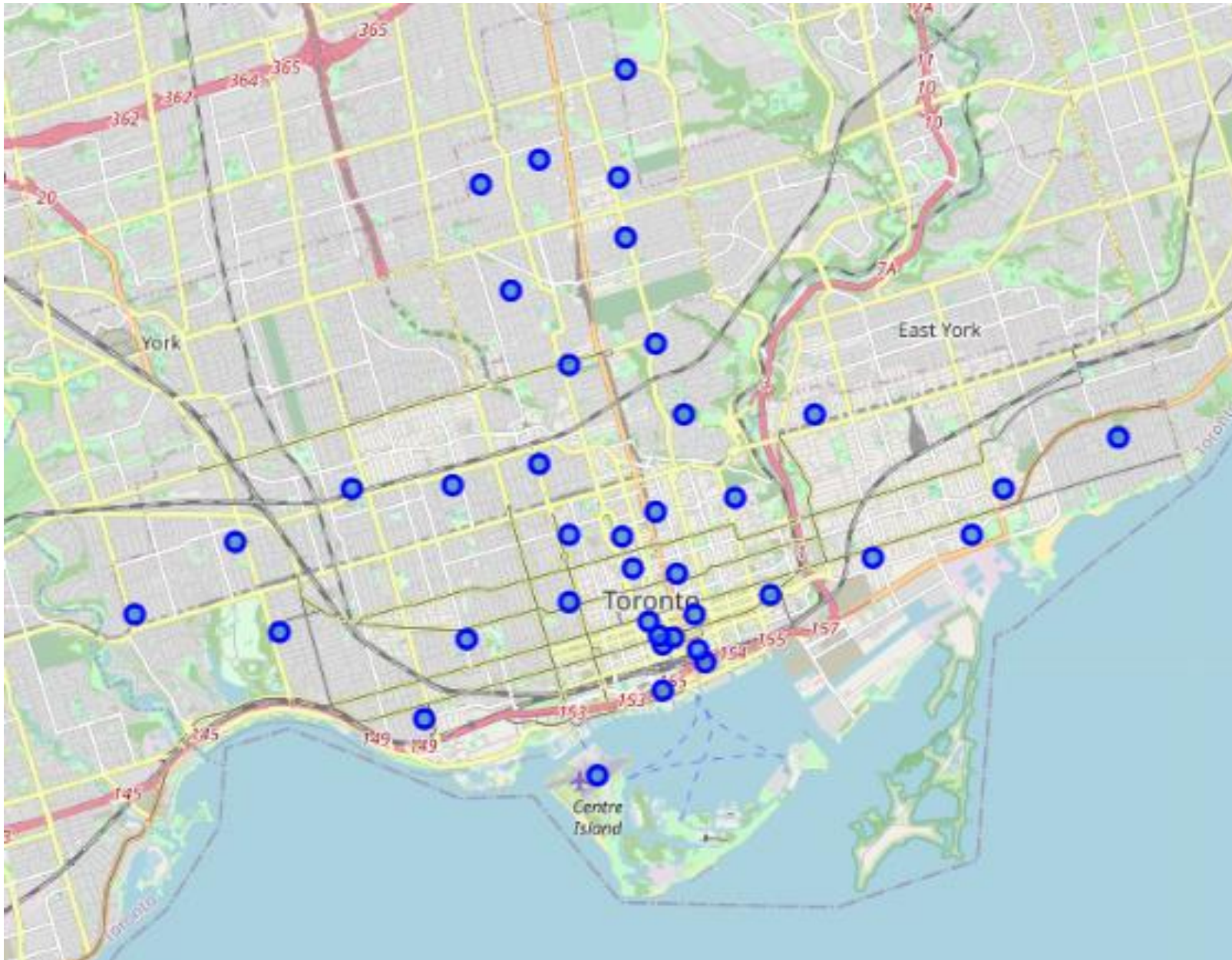
A NEW MEXICAN RESTAURANT

GOAL

- ❖ Find a Neighborhood to open a Mexican Restaurant, the idea is to maximize the success and minimize the risk based on the description of the stakeholders that wants to open the restaurant.
- ❖ Final decision will be up to the stakeholders.

LIMITATIONS

- ❖ We are going to focus on the Postal Codes that contain in its name the word "Toronto" which are 38 Neighborhoods.
- ❖ We are going to follow the restrictions and characteristics that the stakeholders are looking for.
- ❖ Stakeholders wants us to compare 3 different neighborhoods so they can decide after exploring them in person physically, this exploration is out of the scope of this research.



TORONTO NEIGHBORHOODS MAP

These are the 38 neighborhoods that are going to be covered in the problem to find a good recommendation to open a new Mexican restaurant

DESCRIPTION OF THE PROBLEM



WE WANT A LOCATION WITH
A LOWER NUMBER OF
MEXICAN RESTAURANTS



WE WANT A PLACE WITH
HIGHER INCOME PER
RESIDENT



WE WANT TO SEE HOW IS
THE MARKET AT
DIFFERENT TIMES &
DATES



WE WANT A LOCATION
IN AN AREA WITH
COULD GROW ITS
COMMERCIAL VENUES

Refining the Problem



FEWER MEXICAN RESTAURANTS

- The stakeholders do not want a neighborhood that has a lot of Mexican restaurants.
- They are afraid to open a restaurant without Mexican Restaurants in Neighborhood, because there is a risk of been a place where there is a strong preference for other type of cuisine.
- They are afraid to end up in a residential neighborhood which commercial venues are just emerging or are none. So at least they want to make sure that there are restaurants in the neighborhood.

Refining the Problem



HIGHER INCOME NEIGHBORHOOD

- Stake holders want to be in a high-income neighborhood, where people may use to go for lunch or dinner outside of their homes and apartments.
- They are planning to have food delivery due to COVID-19 and plan to invest big money on merchandizing that part of the business, so a neighborhood that is not that developed commercially speaking is not a problem, since people are used to order to take out or to be delivered at home.
- Avoid areas with high number of restaurants or that could be already to develop commercially, because with Covid-19 restrictions there are more risk due to people staying at home.

Refining the Problem



BUSINESS HOURS POSSIBILITIES

- A Mexican restaurant can have breakfast, lunch, happy hour and dinner.
- Stake holders wants to have an idea of what is trending for the 3 Neighborhoods under study between 7:00 and 10:00 am, 11:30 am and 2:30 pm, 4:30 pm and 6:30 pm and 7:00pm to 10:00 pm
- If there are Mexican Restaurants or Restaurants with some similar based ingredients or flavors, they want to know about their reviews, business ours.

Refining the Problem

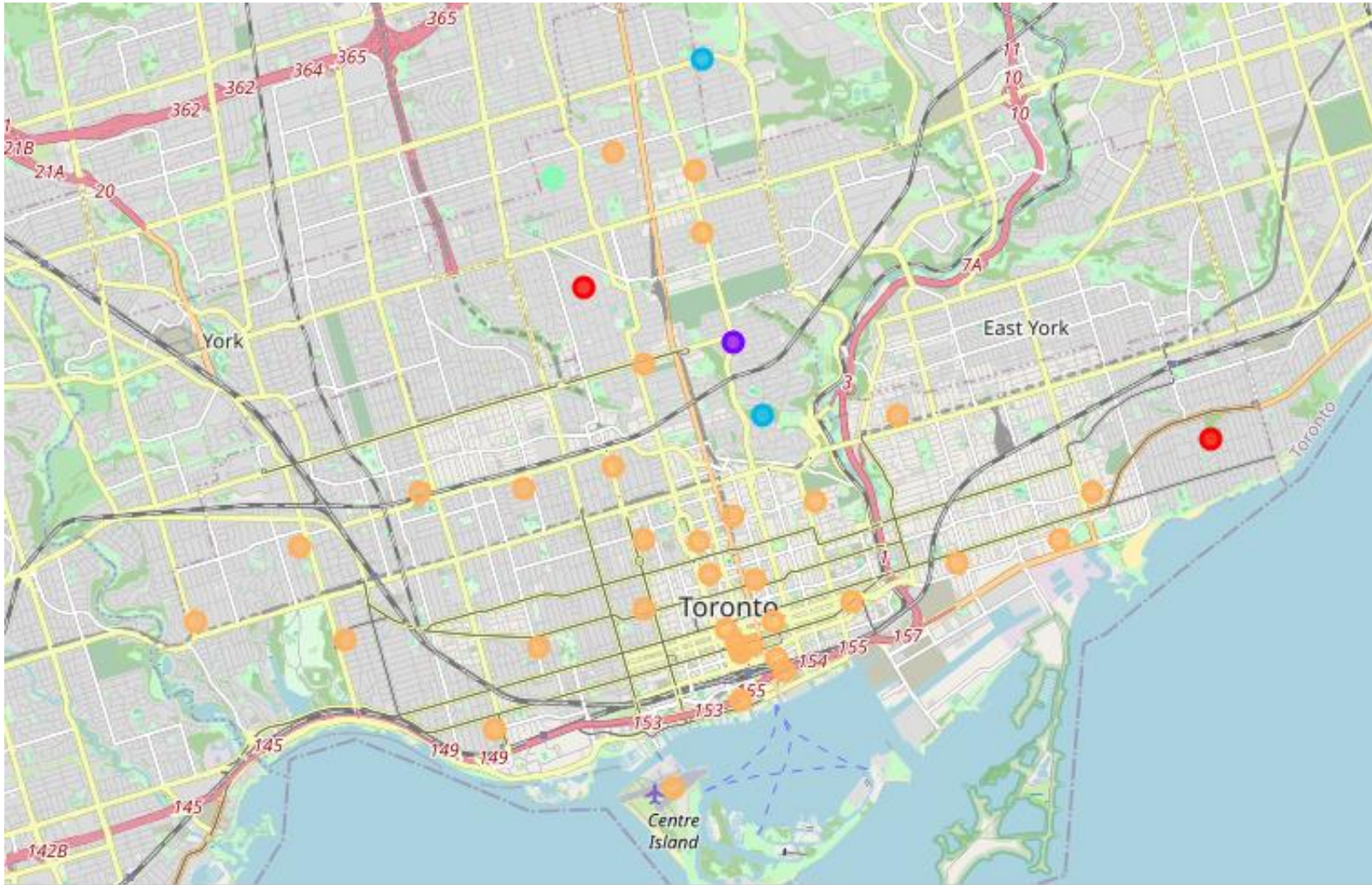


COMMERCIAL GROW POTENTIAL

- Base on Income report by neighborhoods in Toronto and commuting distance of the stake holders, they have decided to focus the study in 3 neighborhoods. **North Toronto West-Lawrence Park, Rosedale and Lawrence Park** . The stakeholders want to use North Toronto-West Lawrence Park instead of Allenby, since Allenby is mainly a residential neighborhood and North Toronto is just next by.

https://en.wikipedia.org/wiki/Demographics_of_Toronto_neighbourhoods

- North Toronto is an option with more Venues, but Rosedale and Lawrence Park are very good options to explore, the 3 neighborhoods are away from the business center which meets stake holder desire.



Toronto Neighborhoods Data

These are the 38 Neighborhoods in Toronto that were segmented in 5 clusters using Venue Data from Foursquare

Lawrence Park and Rosedale are in the same cluster (aqua color), while North Toronto is group in the biggest cluster (orange color)

Toronto a City Full of Diversity

Toronto is a city with a lot of diversity, there are a lot of Ethnic groups and there are neighborhoods full of people from one specific part of the world like China, India, Italia, so the stakeholders would like a neighborhood where there is some diversity on the restaurants in opposition to a strong base on one specific type of cousin.

The use of cheese, spices, sauces and mix of vegetables and meets makes the Mexican Cousin very appealing to people from around the word, so competition with Chinese, Korean, Indian, Italian, Arab is not a risk, and may be a good sign due to similarities in flavors like spicy food.

The stakeholders want to confirm that at least one neighborhood in Toronto has a strong base of Mexican restaurants to make sure at least they will not be the first introducing this cuisine to people in Toronto.

TORONTO'S ETHNIC GROUPS DIVERSITY

Ethnic groups in the Toronto CMA (2016)	Population	Percentage
White	2,804,630	47.8
South Asian	973,225	16.6
Chinese	631,045	10.8
Black	442,020	7.5
Filipino	254,480	4.3
Latin American	132,950	2.3
West Asian	123,755	2.1
Arab	105,610	1.8
Southeast Asian	83,540	1.4
Korean	69,670	1.2
Japanese	20,650	0.4

https://en.wikipedia.org/wiki/Demographics_of_Toronto#Neighbourhoods

Toronto Neighborhood Options by Income

Neighborhood	Average Income	Density (people/Km2)	Second Most Common Language
North Toronto (Allenby Area)	245,592	4333	Russian (1.4%)
Lawrence Park	214,110	1828	French (0.8%)
Rosedale	213,941	2821	Unspecified Chinese (1.0%)

https://en.wikipedia.org/wiki/Demographics_of_Toronto_neighbourhoods



More Details about the Data

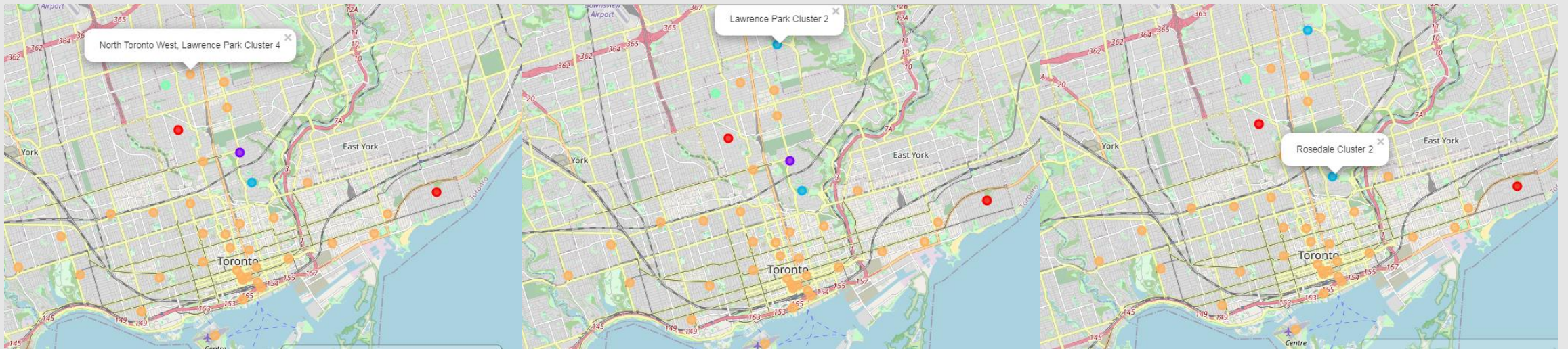
1. The data will be acquired from Foursquare, the first data set was capture already with a list of venues per Neighborhood, so we have data about which neighborhoods have Mexican Restaurants within their top ten most frequent restaurants and which Neighborhoods do not have Mexican Restaurants within its top ten.
2. The data will be gathered for the 3 neighborhoods in Foursquare to be able to tell what is trendy a different time of the day and in find differences and similitudes between times and dates.
3. The top restaurants in each of the 3 neighborhoods will be analyze and their business hours will be reviewed to make sure different point of view are taken into consideration to support a wide range of business hours.



More Details about the Data

1. Reviews from users will be also used to analyze for the restaurants in the area using Foursquare
2. It is important to analyze 1 or 2 successful Mexican restaurants in Toronto that are not in the neighborhoods of interest, analyze the business hours, menus and customer reviews using Foursquare. This information is valuable in the sense that will give us more information about what the people in Toronto like about Mexican cuisine and if they already know that a Mexican restaurant could be a good option at any time during the day.
3. Data results could lead for the need to find new sources of data, so it is an open option.

Neighborhoods of Interest



North Toronto

Lawrence Park

Rosedale

Clusters of Interest look promising

Cluster #3

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[33]: toronto_merged.loc[toronto_merged['Cluster Labels'] == 2, toronto_merged.columns[[2] + list(range(6, toronto_merged.shape[1]))]]
```

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
4	Lawrence Park	Park	Bus Line	Business Service	Swim School	Ethiopian Restaurant	Electronics Store	Eastern European Restaurant	Donut Shop	Doner Restaurant	Dog Run
10	Rosedale	Park	Playground	Trail	Cupcake Shop	Electronics Store	Eastern European Restaurant	Donut Shop	Doner Restaurant	Dog Run	Distribution Center

Cluster #5

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[35]: toronto_merged.loc[toronto_merged['Cluster Labels'] == 4, toronto_merged.columns[[2] + list(range(6, toronto_merged.shape[1]))]]
```

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
1	The Danforth West, Riverdale	Greek Restaurant	Coffee Shop	Italian Restaurant	Ice Cream Shop	Bookstore	Furniture / Home Store	Fruit & Vegetable Store	Cosmetics Shop	Brewery	Bubble Tea Shop
2	India Bazaar, The Beaches West	Fast Food Restaurant	Gym	Pizza Place	Board Shop	Brewery	Sandwich Place	Burrito Place	Restaurant	Pub	Pet Store
3	Studio District	Coffee Shop	Brewery	Gastropub	Café	Bakery	American Restaurant	Convenience Store	Camera Store	Cheese Shop	Clothing Store
5	Davisville North	Gym	Pizza Place	Hotel	Food & Drink Shop	Sandwich Place	Department Store	Gym / Fitness Center	Breakfast Spot	Park	Donut Shop
6	North Toronto West, Lawrence Park	Clothing Store	Coffee Shop	Yoga Studio	Restaurant	Café	Ice Cream Shop	Fast Food Restaurant	Sporting Goods Shop	Spa	Cosmetics Shop
7	Davisville	Sandwich Place	Dessert Shop	Gym	Italian Restaurant	Café	Pizza Place	Coffee Shop	Sushi Restaurant	Japanese Restaurant	Seafood Restaurant
9	Summerhill West, Rathnelly, South Hill, Forest...	Coffee Shop	Sushi Restaurant	Pizza Place	Sandwich Place	Liquor Store	Restaurant	Pub	Bank	Bagel Shop	Supermarket

1. A first view into the Clusters it seems that the 3 options have potential.
2. The 3 Neighborhoods have restaurants, but the restaurants are not the number 1 or 2 or even 3 top venues
3. There are not Mexican Restaurants in the top 3 more frequent Venues
4. Doner restaurants are good sign to if we remember that Mexican food has burritos and tacos.

Successful Cluster with Mexican Restaurants

Cluster #5

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[35]: toronto_merged.loc[toronto_merged['Cluster Labels'] == 4, toronto_merged.columns[[2] + list(range(6, toronto_merged.shape[1]))]]
```

[35]:	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
34	High Park, The Junction South	Mexican Restaurant	Café	Thai Restaurant	Arts & Crafts Store	Speakeasy	Bar	Diner	Bakery	Italian Restaurant	Fried Chicken Joint

- High Park, The Junction South is a neighborhood with a successful group of Mexican Restaurants and there are Thai and Italian Restaurants as well.
- This Neighborhood is not close to our target Neighborhoods, so it is not competition for them.
- There are Mexican Restaurants in Toronto to analyze and get recommendations for the new Restaurant.

