

Mexican Restaurant in Toronto

JANUARY 23

IBM DATA SCIENCE CAPSTONE

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Finding a Mexican Restaurant Location

In Toronto Canada

Introduction

There is a group of investors that want to open a Mexican Restaurant in Toronto and has established the main goal, limitations and basic specifications to search for possible locations, the final decision will be up to the investors that we will call stakeholders.

Main 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

1. We are going to focus on the Postal Codes that contain in its name the word "Toronto" which are 38 Neighborhoods.
2. We are going to follow the restrictions and characteristics that the stakeholders are looking for.
3. 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.
4. Stakeholders know that COVID-19 could affect the analysis but still want to find out how it is affecting the market.

Description of the Problem by Stakeholders

The stakeholders want us to analyze 4 different areas

1. Number of restaurants: A location with a lower number of Mexican restaurants and/or low rating
2. High Income: A Neighborhood with a higher income per resident.
3. Time: Analyze different times of the day for activity
4. Future Grow: A location with a low number of venues but with signs that could grow.

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.

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 our 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.

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.

Commercial Grow Potential

Based 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.

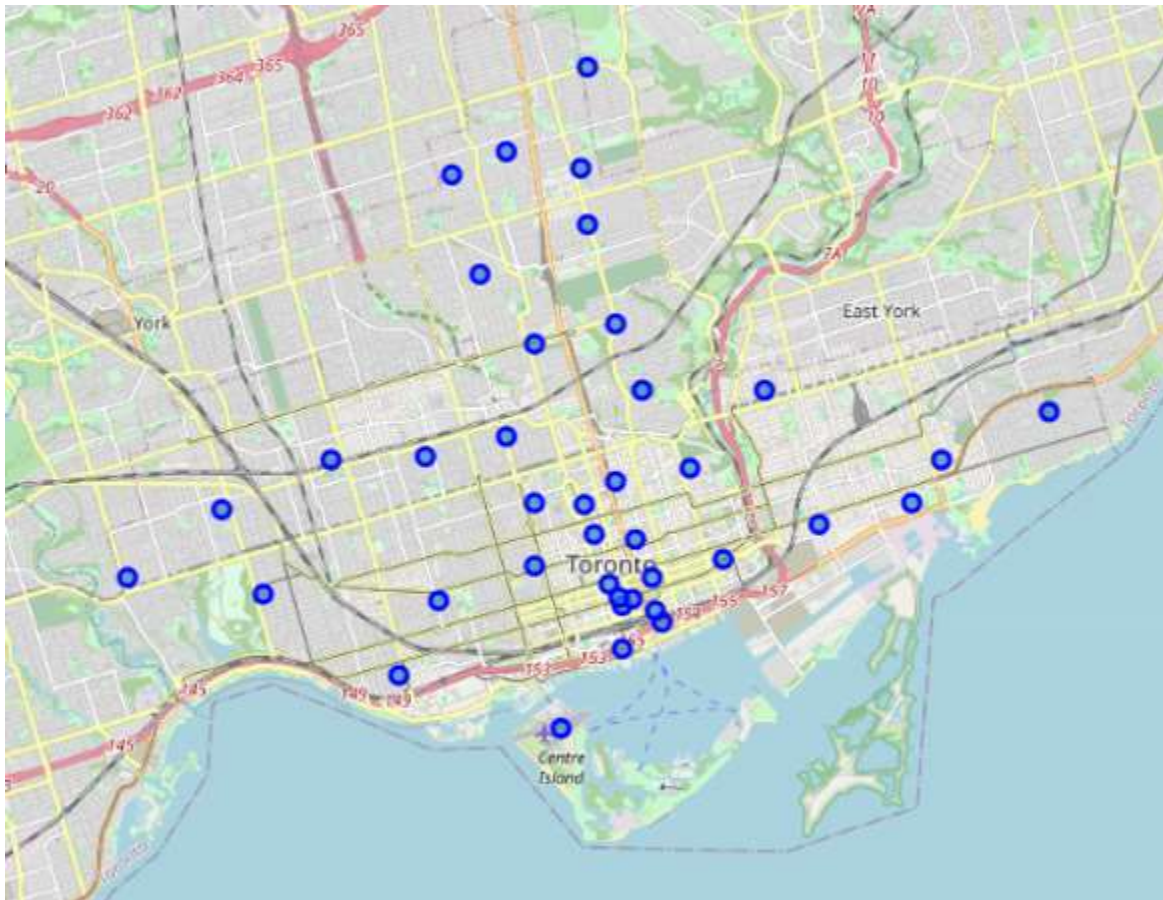
Data Description

Foursquare is the main data source for this project, but some Wikipedia pages with demographic information will be used as well as Google Maps or Google Earth to explore the area.

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.

There are 38 Neighborhoods in city of Toronto as shown in the following Map, this will be the initial area of interest, but the stakeholders' requirements will let us to focus in 3 Neighborhoods with high income per resident.

NEIGHBORHOODS IN TORONTO



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

The TOP 3 Neighborhoods by Income are shown in the following table:

Toronto Neighborhood Options by Income

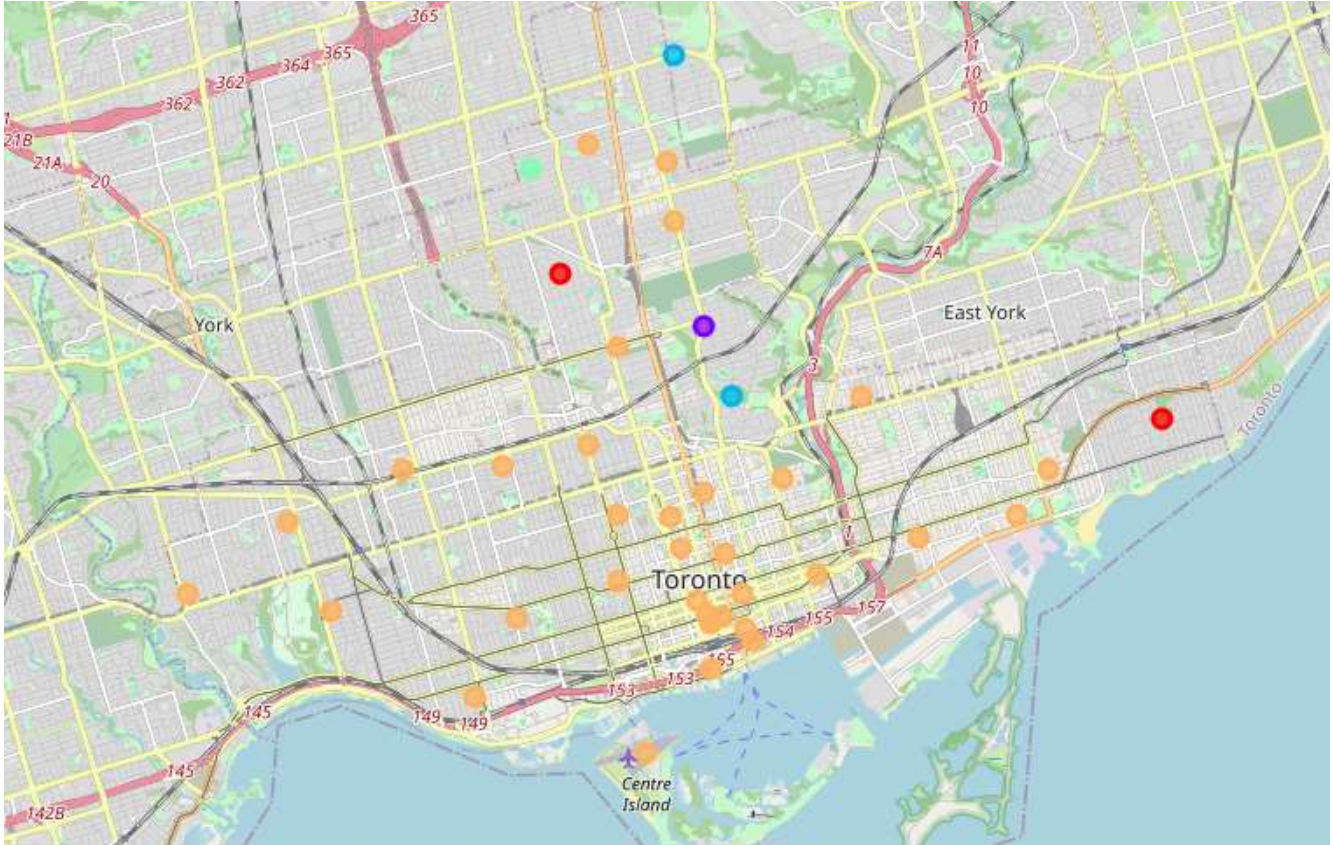
Neighborhood	Average Income	Density (people/Km2)	Second Most Common Language
North Toronto (Allenby Area)	245,592	4333	Russian (1.4%)
Lawrence Park	214,110	1828	French (0.8%)
Rosedale	213,941	2821	Unspecified Chinese (1.0%)

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

Methodology

K-Means was used to analyze the 38 Neighborhoods in the City of Toronto and segment them into 5 clusters based on the Venues they have and the frequency of those Venues. The data was gather using Foursquare. The following map shows the 5 clusters color coded. All the Venues in a radius of 500 meters were capture for each Neighborhood.

Toronto Neighborhoods Cluster Map



North Toronto West, Lawrence Park was chosen to represent Allenby due to is close distance, together with Lawrence Park and Rosedale are the top 3 Toronto Neighborhoods by income per resident. For each one of these Neighborhoods a Jupyter Notebook was created to analyze the Mexican Restaurants in radius of 1000 meters and all the Venues in that radius were also capture, the Notebook also analyzed the trending Venues at Breakfast, Lunch, Happy Hour and Dinner.

For the Mexican Restaurants that were found in each Neighborhood the rating was captured. The idea is to see how strong the competition could be.

Frequency of Mexican Restaurants in the Toronto Neighborhoods

Index	Neighborhood	Mexican Restaurant
1	Forest Hill North & West, Forest Hill Road Park	0.25
2	High Park, The Junction South	0.083333
3	North Toronto West, Lawrence Park	0.047619
4	Kensington Market, Chinatown, Grange Park	0.046875
5	Queen's Park, Ontario Provincial Government	0.028571
6	Church and Wellesley	0.012658
7	Garden District, Ryerson	0.01
8	Harbourfront East, Union Station, Toronto Islands	0.01

There are 8 Neighborhoods with Mexican Restaurants and Forest Hill North and West, Forest Hill Road Park is the Neighborhood with the highest density of Mexican Restaurants.

Best Mexican Restaurant in Toronto



1. Seven Lives - Tacos y Mariscos

Mexican • \$\$\$\$

69 Kensington Ave (Baldwin St), Toronto



9.0



Darcy • September 14, 2013

Easily the best **fish tacos** in Toronto. Beware the "hot" sauce however. My mouth & head were on fire after 3 scoops. Was still worth it though.

Seven Lives – Tacos y Mariscos is located at Downtown Toronto Borough in the Kensington Market Neighborhood.

The 5 clusters are configured as shown below. As you can see cluster #3 includes 2 out of the 3 Neighborhoods with higher income and North Toronto West, Lawrence Park is in cluster #5. For the analysis clusters were numbered from 0 to 4 but here the clusters are numbered from 1 to 5.

Cluster #1

```
[31]: toronto_merged.loc[toronto_merged['Cluster Labels'] == 0, 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
0	The Beaches	Pub	Trail	Health Food Store	Wine Shop	Distribution Center	Department Store	Dessert Shop	Diner	Discount Store	Doner Restaurant
23	Forest Hill North & West, Forest Hill Road, Park	Jewelry Store	Trail	Mexican Restaurant	Sushi Restaurant	Wine Shop	Deli / Bodega	Electronics Store	Eastern European Restaurant	Donut Shop	Doner Restaurant

Cluster #2

```
[32]: toronto_merged.loc[toronto_merged['Cluster Labels'] == 1, 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
8	Moore Park, Summerhill East	Summer Camp	Wine Shop	Falafel Restaurant	Ethiopian Restaurant	Escape Room	Electronics Store	Eastern European Restaurant	Donut Shop	Doner Restaurant	Dog Run

Cluster #3

```
[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 #4

```
[34]: toronto_merged.loc[toronto_merged['Cluster Labels'] == 3, 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
22	Roselawn	Ice Cream Shop	Garden	Health & Beauty Service	Home Service	Distribution Center	Department Store	Dessert Shop	Diner	Discount Store	Wine Shop

Cluster #5

```
[15]: 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	Cosmetic 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	Cafe	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	Cafe	Ice Cream Shop	Fast Food Restaurant	Sporting Goods Shop	Spa	Cosmetics Shop
11	St. James Town, Cabbagetown	Coffee Shop	Pizza Place	Restaurant	Italian Restaurant	Cafe	Park	Pet Store	Bakery	Pub	Indian Restaurant
12	Church and Wellesley	Coffee Shop	Japanese Restaurant	Sushi Restaurant	Gay Bar	Restaurant	Fast Food Restaurant	Yoga Studio	Men's Store	Cafe	Pub
13	Regent Park, Harbourfront	Coffee Shop	Park	Bakery	Cafe	Breakfast Spot	Theater	Pub	Farmers Market	French Restaurant	Gym / Fitness Center
14	Garden District, Ryerson	Coffee Shop	Clothing Store	Cafe	Japanese Restaurant	Hotel	Bubble Tea Shop	Cosmetics Shop	Middle Eastern Restaurant	Bookstore	Ramen Restaurant
15	St. James Town	Coffee Shop	Cafe	Gastropub	Cocktail Bar	American Restaurant	Gym	Park	Seafood Restaurant	Restaurant	Italian Restaurant
16	Berczy Park	Coffee Shop	Cocktail Bar	Cheese Shop	Farmers Market	Bakery	Beer Bar	Restaurant	Seafood Restaurant	Park	Liquor Store
17	Central Bay Street	Coffee Shop	Italian Restaurant	Sandwich Place	Cafe	Burger Joint	Salad Place	Thai Restaurant	Bubble Tea Shop	Donut Shop	Seafood Restaurant
18	Richmond, Adelaide, King	Coffee Shop	Cafe	Restaurant	Gym	Clothing Store	Thai Restaurant	Hotel	Deli / Bodega	Cosmetics Shop	Bookstore
19	Harbourfront East, Union Station, Toronto Islands	Coffee Shop	Aquarium	Hotel	Cafe	Fried Chicken Joint	Italian Restaurant	Restaurant	Brewery	Scenic Lookout	Baseball Stadium
20	Toronto Dominion Centre, Design Exchange	Coffee Shop	Hotel	Cafe	Restaurant	Seafood Restaurant	Salad Place	American Restaurant	Japanese Restaurant	Italian Restaurant	Deli / Bodega
21	Commerce Court, Victoria Hotel	Coffee Shop	Restaurant	Hotel	Cafe	Gym	Italian Restaurant	American Restaurant	Deli / Bodega	Japanese Restaurant	Seafood Restaurant
24	The Annex, North Midtown, Yorkville	Sandwich Place	Cafe	Coffee Shop	History Museum	Burger Joint	Indian Restaurant	Middle Eastern Restaurant	Pub	Donut Shop	BBQ Joint
25	University of Toronto, Harbord	Cafe	Bar	Italian Restaurant	Japanese Restaurant	Bookstore	Bakery	Yoga Studio	Sandwich Place	Beer Bar	Beer Store
26	Kensington Market, Chinatown, Grange Park	Cafe	Coffee Shop	Vietnamese Restaurant	Vegetarian / Vegan Restaurant	Mexican Restaurant	Farmers Market	Gaming Cafe	Caribbean Restaurant	Bar	Bakery
27	Chi Tower, King and Spadina, Railway Lands, Har...	Airport Service	Airport Lounge	Airport Terminal	Airport	Airport Food Court	Sculpture Garden	Boutique	Harbor / Marina	Rental Car Location	Boat or Ferry
28	Stn A PO Boxes	Coffee Shop	Cocktail Bar	Restaurant	Japanese Restaurant	Italian Restaurant	Beer Bar	Seafood Restaurant	Hotel	Cafe	Gym
29	First Canadian Place, Underground city	Coffee Shop	Cafe	Hotel	Gym	Restaurant	Japanese Restaurant	Seafood Restaurant	Steakhouse	Asian Restaurant	Deli / Bodega
30	Christie	Grocery Store	Cafe	Park	Restaurant	Candy Store	Baby Store	Coffee Shop	Nightclub	Athletics & Sports	Italian Restaurant
31	Dufferin, Dovercourt Village	Bakery	Pharmacy	Brewery	Athletics & Sports	Bank	Supermarket	Middle Eastern Restaurant	Cafe	Pool	Bar
32	Little Portugal, Trinity	Bar	Coffee Shop	Asian Restaurant	Vietnamese Restaurant	Vegetarian / Vegan Restaurant	Restaurant	Cafe	Men's Store	Yoga Studio	Brewery
33	Brockton, Parkdale Village, Exhibition Place	Cafe	Coffee Shop	Breakfast Spot	Nightclub	Gym	Stadium	Burrito Place	Restaurant	Climbing Gym	Pet Store
34	High Park, The Junction South	Mexican Restaurant	Cafe	Thai Restaurant	Arts & Crafts Store	Speakeasy	Bar	Diner	Bakery	Italian Restaurant	Fried Chicken Joint
35	Parkdale, Roncesvalles	Gift Shop	Breakfast Spot	Dessert Shop	Restaurant	Coffee Shop	Bookstore	Eastern European Restaurant	Bar	Italian Restaurant	Dog Run
36	Runnymede, Swansea	Cafe	Coffee Shop	Pub	Sushi Restaurant	Italian Restaurant	Gym	Gourmet Shop	Restaurant	Pizza Place	Park
37	Queen's Park, Ontario Provincial Government	Coffee Shop	Sushi Restaurant	Gym	Fast Food Restaurant	Portuguese Restaurant	Park	Nightclub	Music Venue	Mexican Restaurant	Japanese Restaurant
38	Business reply mail Processing Centre, South C...	Light Rail Station	Brewery	Garden Center	Fast Food Restaurant	Farmers Market	Auto Workshop	Spa	Burrito Place	Garden	Pizza Place

Lawrence Park Data

For Lawrence Park we found out that there are **not Mexican Restaurants** in a radius of 1000 meters, if we extend the radius to 2000 meters the Mexican Restaurants found where the ones at North Toronto West, Lawrence Park.

At 1000 meters radius we found 8 Venues, we can see also in the Map below that there are a couple of schools and the York University Campus.

LAWRENCE PARK VENUES



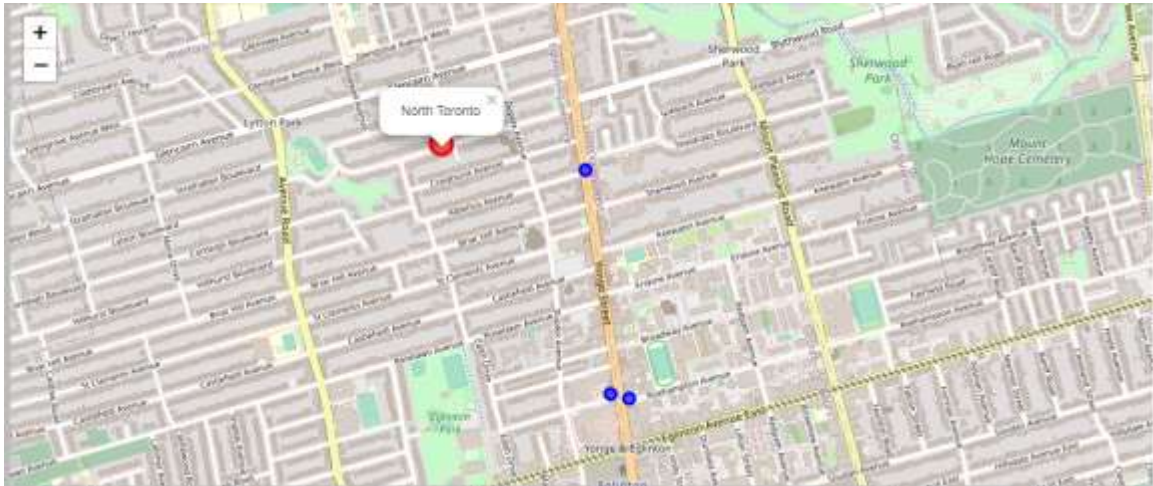
LAWRENCE PARK VENUES TABLE

VENUE NAME	CATEGORIES
Lawrence Park Ravine	Park
Granite Club	Gym / Fitness Center
Tim Hortons	Coffee Shop
Glendon Bookstore	Bookstore
Glendon Forest	Trail
Glendon Rose Garden	College Quad
Lunik Co-op	Cafe
Glendon Athletic Club	College Gym

North Toronto West Lawrence Park

For North Toronto West, Lawrence Park we found 3 Mexican Restaurants in a radius of 100 meters.

MEXICAN RESTAURANTS AT NORTH TORONTO WEST, LAWRENCE PARK



The following may show the 45 Venues that are located at North Toronto West, Lawrence Park. Most of the Venues are located next to Yonge Street.

Mexican Restaurants at North Toronto, West Lawrence Park

Restaurant Name	Rating
Tio's Urban Mexican	7.3
Chipotle Mexican Grill	7.5
Chimichanga: Mexican Grill & Tequila Bar	Not Rated

Chipotle Mexican Grill

Foursquare Comment Reviews

Service staff are a little distracted, but they get the job done. You can totally ask for extra cilantro if you want, too!

My favorite lunch place. Order online and skip the line



25. Chipotle Mexican Grill

Mexican • \$
Toronto

Save

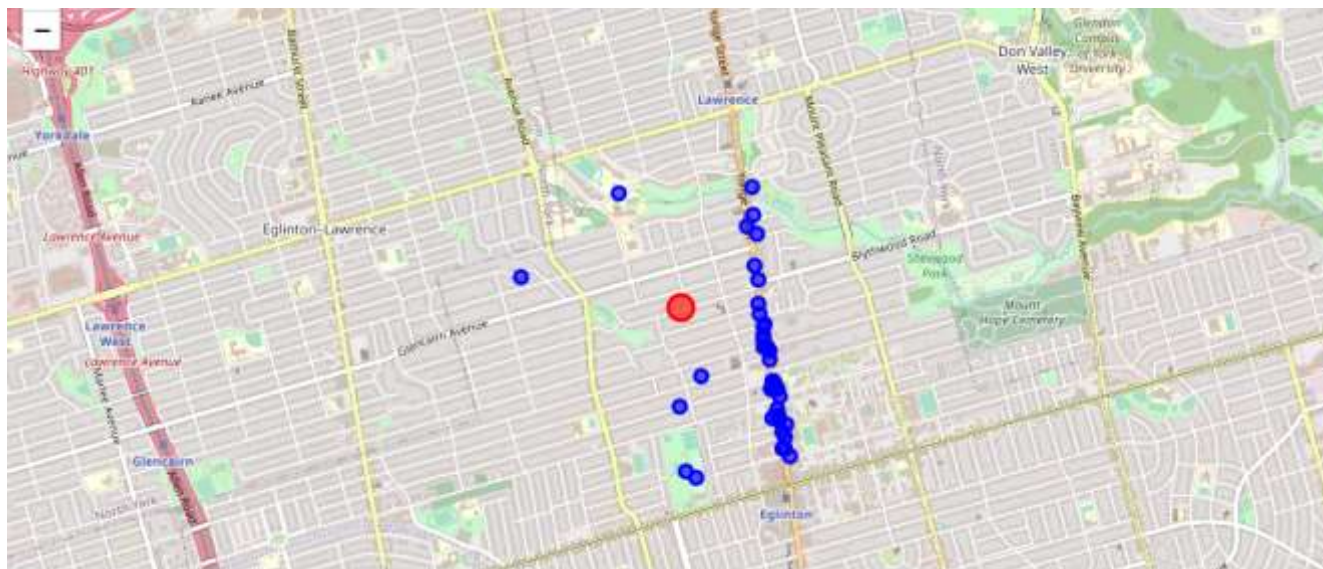
7.5



Ken S. • April 6, 2017

Service staff are a little distracted, but they get the job done. You can totally ask for extra cilantro if you want, too!

VENUES AT NORTH TORONTO WEST, LAWRENCE PARK



NORTH TORONTO WEST, LAWRENCE PARK VENUES TABLE

VENUE NAME	CATEGORIES	VENUE NAME	CATEGORIES
Himalayan Java	Cafe	Star King	Vietnamese Restaurant
Sheridan Nurseries	Flower Shop	Best Buy	Electronics Store
De Mello Palheta Coffee Roasters	Coffee Shop	La Boheme	Cafe
Douce France	Bakery	Noah's Natural Foods	Food & Drink Shop
Starbucks	Coffee Shop	Good Bite Restaurant	Diner
Barreworks	Yoga Studio	Starbucks	Coffee Shop
Sign of the Skier	Sporting Goods Shop	Centro Restaurant & Lounge	Restaurant
La Vecchia Ristorante	Italian Restaurant	Sport Chek Yonge Street	Sporting Goods Shop
Alexander Muir Memorial Gardens	Garden	Chipotle Mexican Grill	Mexican Restaurant
Cibo Wine Bar	Italian Restaurant	Sushi Rock Cafe	Sushi Restaurant
Sushi Shop	Restaurant	Green Papaya	Thai Restaurant
Civello Salon	Salon / Barbershop	Sorn Thai Restaurant	Thai Restaurant
Eglinton Park	Park	Fuwa Fuwa Japanese Pancakes	Dessert Shop
Classico Louie's Pizzeria	Pizza Place	Touhenboku Ramen	Ramen Restaurant
Toronto Sporting Life 10k	Track	The Cupcake Shoppe	Cupcake Shop
Nailsense	Spa	Solutions	Furniture / Home Store
Tio's Urban Mexican	Mexican Restaurant	North Toronto Memorial Arena	Skating Rink
Sip Wine Bar	Wine Bar	St. Clements - Yonge Parkette	Park
Grazie Ristorante	Italian Restaurant	NTCC Swimming Pool	Gym Pool
Pascale Gourmet Deli	Deli / Bodega	Glengrove Suites	Hotel
lululemon	Clothing Store	Otter Creek Skating Park	Skating Rink
Uncle Betty's Diner	Diner	Photography By Violeta Creative	Photography Studio
C'est Bon	Chinese Restaurant		

Rosedale

Rosedale only have 1 Mexican Restaurant and the Mexican Restaurant does not have a Foursquare rating.

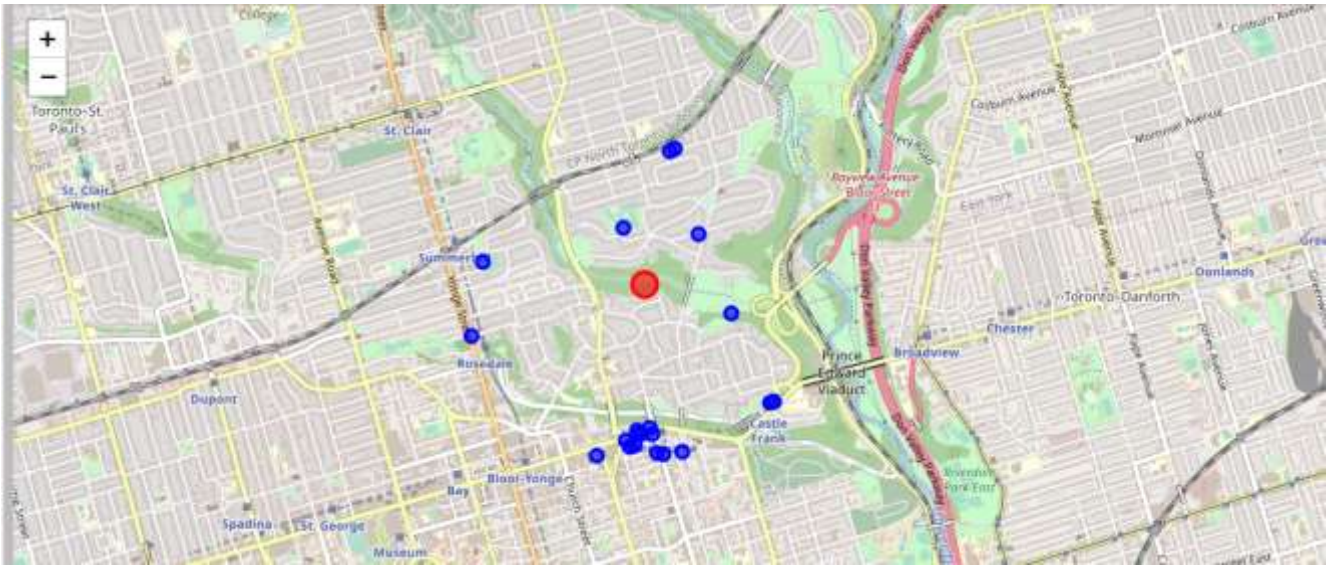
MEXICAN RESTAURANTS AT ROSEDALE



Mexican Restaurants at Rosedale

Restaurant Name	Rating
El Rinconcito Mexicano	Not Rated

VENUES AT ROSEDALE



ROSEDALE VENUES TABLE

VENUE NAME	CATEGORIES
Summerhill Market	Grocery Store
Black Camel	BBQ Joint
Toronto Lawn Tennis Club	Athletics & Sports
Craigleigh Gardens	Park
Pie Squared	Pie Shop
Maison Selby	Bistro
Starbucks	Coffee Shop
Tinuno	Filipino Restaurant
No Frills	Grocery Store
Booster Juice	Juice Bar
Aroma Espresso Bar	Coffee Shop
TD Canada Trust	Bank
Nijo Japanese Restaurant	Japanese Restaurant
Eggsmart	Breakfast Spot
Rosedale Park	Playground
Subway	Sandwich Place
Whitney Park	Park
Scoops Convenience Boutique	Candy Store
Tim Hortons	Coffee Shop
Gateway Newstands	Convenience Store
Castle Frank Subway Station	Metro Station

COVID-19 Restrictions

COVID-19
A Province-wide declaration of emergency is in effect. Stay home except for essential reasons such as groceries, medicine, health care, exercise, child care and work, if you can't do it remotely. Get the latest health updates and details on service changes at toronto.ca/covid19.



Q A+ A-
I want to... ▼

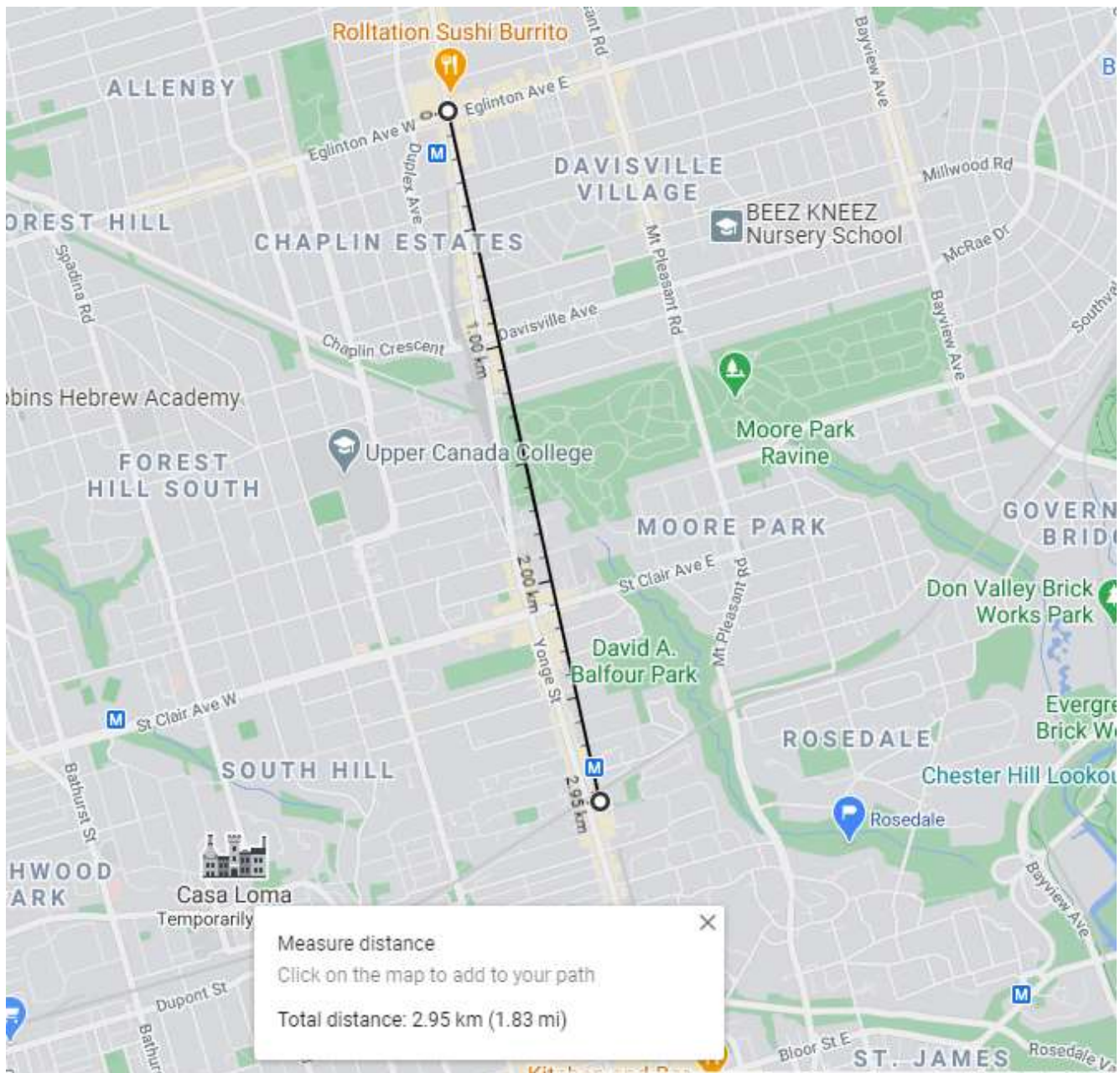
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City of Toronto / COVID-19

Due to Covid-19 all the queries about trending places returned zero trending venues, the reason for that is very simple. Due to Covid-19 people are restricted to their homes and only go out for pickup their food. So, there was not trending places at breakfast, lunch, happy hour or dinner for any of the Neighborhoods of interests.

Chipotle Mexican Grill works Monday to Sunday from 11:00 am to 10:00 pm

DISTANCE FROM NORTH TORONTO WEST, LAWRENCE PARK TO ROSEDALE



The map above shows how close is North Toronto West, Lawrence Park Neighborhood to Rosedale Neighborhood, the distance from Chipotle Mexican Grill to Rosedale is about 3000 meters

Results

The 3 Neighborhoods of interests have the highest income per resident in Toronto.

Due to Covid-19 there are not trending venues in Toronto. People needs to stay at home, and they are.

Lawrence Park does not have any Mexican Restaurants, it is close to schools and at least 1 University Campus, it is close to residential areas.

Rosedale has only 1 Mexican Restaurant which is in the border of the Neighborhood and closer to Downtown Toronto and it has not been rated. It is closer to Downtown Toronto, but there are residential areas nearby too.

North Toronto West, Lawrence Park has 3 restaurants 2 has ratings and 1 does not have rating, the highest rating Mexican Restaurant is Chipotle Mexican Grill with 7.5 which is a very low rating. It is very closed to Lawrence Park and Yonge Street helps to connect both neighborhoods, but it helps to connect North Toronto West, Lawrence Park with Rosedale.

Yonge Street seems to have a lot of venues and not just Mexican Restaurants

Chipotle Mexican Grill is the 25th Mexican Restaurant in Toronto with a 7.5 rating according to the results in Foursquare, the highest rated Mexican Restaurant is in downtown and Rosedale is the closest neighborhood.

Seven lives – Tacos and Mariscos is the highest rated Mexican Restaurant in Toronto with a 9.0 rating. It is in Downtown Toronto, so it is not that close to the Neighborhoods of interest. They are recognized by their fish tacos.

Discussion and Analysis

The stakeholders want to make the final decision but here we will analyze some of the results what we found, that could help them to make the final decision.

As expected the 3 neighborhoods does not have many or any Mexican Restaurants, our cluster analysis showed that North Toronto West, Lawrence Park was in a cluster with the Neighborhoods with more Venues, thus more commercial developed, but still there are only 3 Mexican restaurants in this neighborhood and with poor rating, so there is room for a good Mexican Restaurant to shine.

Lawrence Park does not have restaurants, but it is very closed to North Toronto West, Lawrence Park and Yonge Street is a highway with a lot of commercial venues and restaurants.

Rosedale has only one Mexican Restaurant and it does not have rating, but it is closer to downtown Toronto which have very good Mexican Restaurants.

Venues with not rating could be relative new and their service may be nothing extraordinary good or bad, but at least they are operating so there is at least a basic customer based, due to our exploration we found that there are at least 30 Mexican Restaurants in Toronto and that some have great reviews and ratings so people in Toronto like Mexican food, but not all Mexican Restaurants are delivering a great service and food.

Due to Covi-19 the restaurant should prepare for food delivery, partner with food delivery services like Uber Eats, and for take-out. They may try breakfast food, but it is something that maybe.

Yonge Street is the location street, there are 4000 meters of interest between Rosedale and Lawrence park, and North Toronto is almost in the middle, 1000 meters from Lawrence Park and 3000 meters from Rosedale, so the investors may want to use a location in this Street to open the Mexican Restaurant, there are 3 options to place the Mexican Restaurant within 1000 meters from Chipotle Mexican Grill:

1. Place the Mexican Restaurant North from Chipotle Mexican Grill and closer to Lawrence park
2. Place the Mexican Restaurant near Chipotle Mexican Grill in North Toronto within 200 meters to take advantage of Yonge Eglinton Shopping Mall
3. Place the Mexican Restaurant South Chipotle Mexican Grill

The 2 highest income Neighborhoods are North Toronto and Lawrence Park. So this is important to consider for a location between these 2 Neighborhoods

Mexican Fish Tacos are a popular dish within Mexican Restaurants in Toronto, so it is a most have option for the new restaurant

Conclusions

General Conclusions

1. Yonge Street is the area of interest and it extends 1000 meters North Chipotle Mexican Grill and 3000 meters south of Chipotle Mexican Grill
2. Due to Covid-19 there is the possibility to get discounts for leasing a restaurant location or to buy a restaurant that close business.
3. With Covid-19 restrictions there is no need to fully remodel the restaurant location to start the business.
4. Covid-19 represents a risk since most people are staying at home, so a marketing campaign is needed to support the restaurant success.

Location North Chipotle Mexican Grill

PROS	CONS
Between the 2 highest income per resident neighborhoods	It is a location with less venues, so when people go out for shopping for instance, this is a location that does not have that many options.
It is a location with less venues and no Mexican Restaurants	
Due to Covid-19 most of all the food service is to takeout or food delivery, so a location with less venues could be a low-cost location during times when people are not to be eating at the restaurant	
When people return to the outdoors, this is a good location for people commuting from Downtown Toronto and their home	
It is a close location to residential neighborhoods which will be a good option for eating during weekends or at night.	
Schools and Colleges could provide additional business to the restaurant as well as more customers.	

Location Near Chipotle Mexican Grill

PROS	CONS
At the heart of the business area of the highest income per resident neighborhood in Toronto.	Locations in this area could be more expensive than the other two areas.
It is a location with more venues, so it is a more developed commercial area. So when people return to normality this will be a better location	There are 3 Mexican Restaurants nearby
When people return to the outdoors, this is a good location for people commuting from Downtown Toronto and their home	Due to Covid-19 most of all the food service is to takeout or food delivery, so a higher lease for a location that could not be used at its full potential could be a waste of money
It is a close location to residential neighborhoods which will be a good option for eating during weekends or at night.	There are more restaurants competing for customers
The 3 Mexican Restaurants have a low rating	

Location South Chipotle Mexican Grill

PROS	CONS
Between the highest and third income per resident neighborhoods	It is a location with less venues, so when people go out for shopping for instance, this is a location that does not have that many options.
It is a location with less venues and just one Mexican Restaurant that it is not close, and it is not rated.	It is a closer location to Downtown Toronto, which have more venues, thus more restaurants to compete for the same customers.
Due to Covid-19 most of all the food service is to takeout or food delivery, so a location with less venues could be a low-cost location during times when people are not to be eating at the restaurant	
When people return to the outdoors, this is a good location for people commuting from Downtown Toronto and their home, people returning home will go through this area first than the other 2 locations	
It is a close location to residential neighborhoods which will be a good option for eating during weekends or at night.	

References and Bibliography

1. www.foursquare.com
2. https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M
3. https://en.wikipedia.org/wiki/Demographics_of_Toronto_neighbourhoods
4. https://en.wikipedia.org/wiki/Demographics_of_Toronto#Neighbourhoods
5. <https://www.google.com/maps>