Opening a Venezuelan food restaurant in Toronto

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1. Introduction

1.1. Background

Toronto, one of the most important and influential cities in Canada, been the biggest city for that country, Recently receive a important influx of people due to immigrants from Latin America. Theses recent movements create possible business opportunity, trying to deliver the flavors expected for this community.

1.2. Problem

Data shut contribute to determining if there is possible to open a Venezuelan food restaurant in Toronto that provide service to the local Hispanic community. All this considering recent Hispanic inmigration to Canada specifically located in Toronto and defining the best neighborhood in Toronto to set up the restaurant considering a activie commercial activity

2. Data use and source of the data

2.1. Description of Data

2.1.1. In our interest to open a Venezuelan restaurant we need information regarding immigration from Hispanic countries to Canada, specifically located in Toronto. For this purpose, was us the data coming from https://open.canada.ca, which is a hub of data sets available by Canadian government. This data set gave us the compile information for Hispanic residents in Canada as a country, exploring more deaply different data sources found a data set of recent immigration locate in the Ontario providence and city of Toronto, https://www150.statcan.gc.ca this dataset gave us the data on recent inmigrants censes in Toronto.

For the neighborhood distribution was scrape the Wikipedia site https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M, then clean up for a future display on the Toronto map this data then was combine with explore calls to Foursquere api center in the latitude and longitude of downtown Toronto (43.653963 -79.387207).

The explore call to Foursquere api gave back 100 returns of commercial buildings and city landmarks

3. Methodology

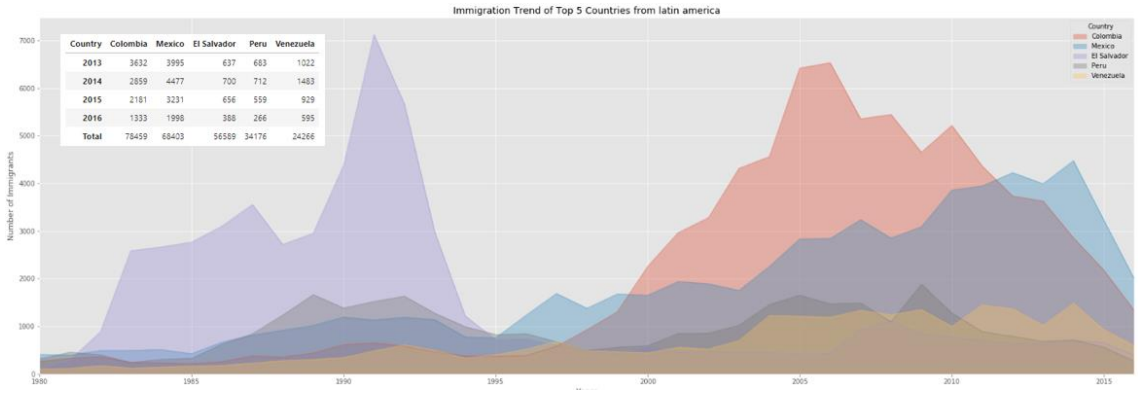
3.1. Defining Consumer base

3.1.1. The consumer base for this restaurant was define using the data for the recent immigration coming from Hispanic countries and locate in the city of Toronto

3.2. Defining possible location for the new restaurant

3.2.1. The suggestion for a possible location was define using the neighborhood data scrape from the Wikipedia site mix with the return from the Foursquere api. For this analysis was not us a machine learning algorithm

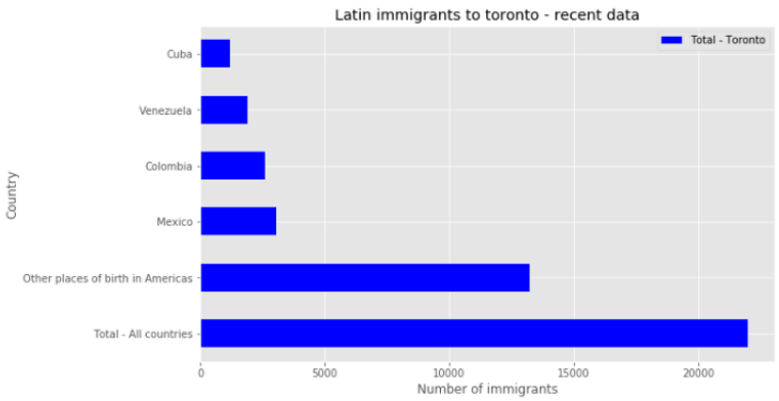
4. Results



Country	Colombia	Mexico	El Salvador	Peru	Venezuela
2013	3632	3995	637	683	1022
2014	2859	4477	700	712	1483
2015	2181	3231	656	559	929
2016	1333	1998	388	266	595
Total	78459	68403	56589	34176	24266

The first graph shows us an important Hispanic community actually living in Canada, specifically for Venezuelan nationals in the last 25 years gave us the result of 24.266 legal residents in the country. Considering the total Hispanic community we can say that in numbers are a important part of the Canadian social fiber

Country	Total - Toronto
Total - All countries	21985
Other places of birth in Americas	13250
Mexico	3045
Colombia	2610
Venezuela	1880
Cuba	1200

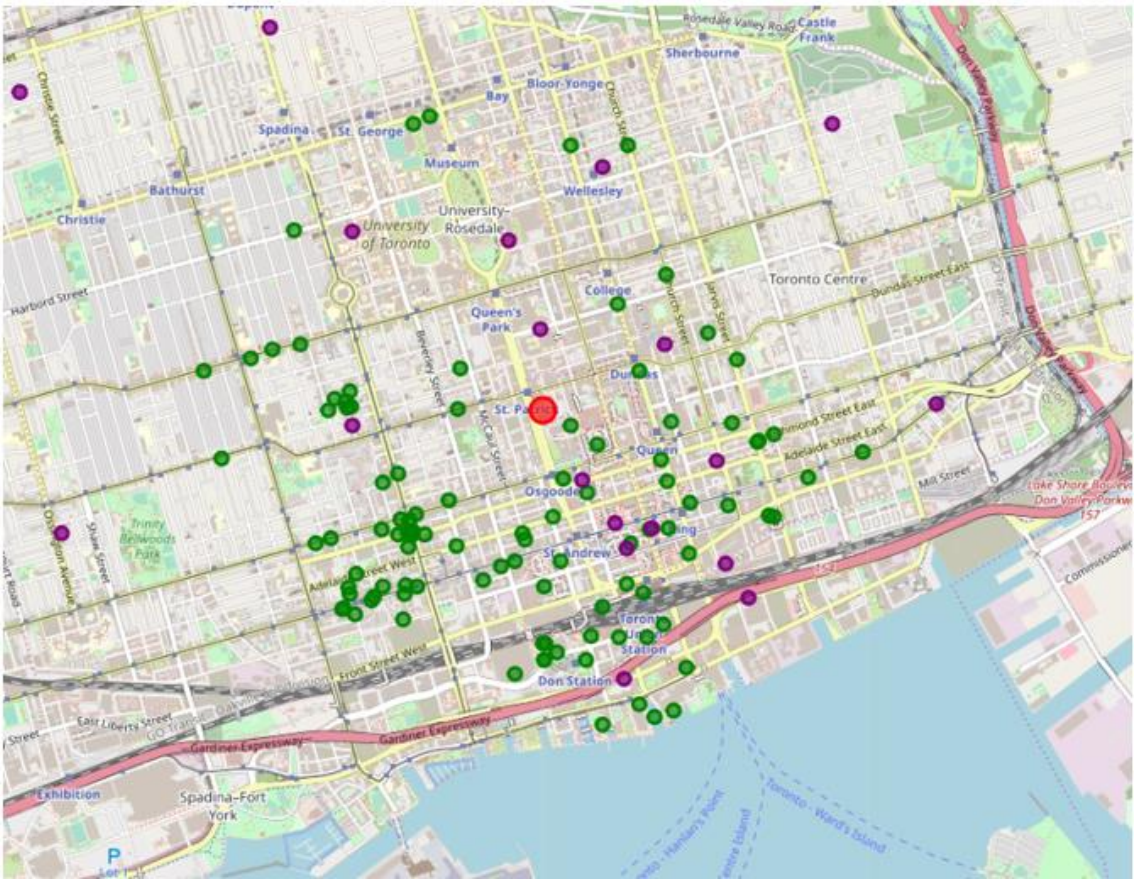


Specifically, about the city of Toronto, we can assert that the Hispanic community have an important number of legal residents in the city, with this number big enough the future business could have a healthy revenue. All this is not considering possible illegal migration located in the city, which will increase the number of possible customers.
For this study we are not considering the possible consumer base coming from different cultures and for this case will increase the base for possible consumers.

About the most promising location, was use the scrape data got from Wikipedia defining the location for each neighborhood, as we can see on the head of the table below

	Postcode	Borough	Neighbourhood	Latitude	Longitude
0	M1B	Scarborough	Rouge, Malvern	43.806686	-79.194353
1	M1C	Scarborough	Highland Creek, Rouge Hill, Port Union	43.784535	-79.160497
2	M1E	Scarborough	Guildwood, Morningside, West Hill	43.763573	-79.188711
3	M1G	Scarborough	Woburn	43.770992	-79.216917
4	M1H	Scarborough	Cedarbrae	43.773136	-79.239476

Them, this got mix with the return of the 100 row after call the foursquare api. All this was done over the foilum.Map center over downtown Toronto, then was selected the neighborhood shows on the map that points with most venues, assuming that this points have a lot people traffic.



As the map show the best location, considering traffic and important Hispanic community are related below

- **Downtown Toronto**
- **Chinatown, Grange Park, Kensington Market**
- **St. James Town**
- **Design Exchange, Toronto Dominion Centre**
- **Commerce Court, Victoria Hotel**
- **Harbourfront East, Toronto Islands, Union Station**

5. Recommendations

5.1. The return of the foursquare is limit to 100 rows of data per call, this may be because there are no more than 100 important veneus in the area (highly doubt that) or just the return is limit by default foursquare. On this note shut be beater use other source

5.2. A more exploratory study could be mix a data set on services consume by the Hispanic population in Toronto and build a correlation between area of economic activity and race.

5.3. Remove possible competition with other Latin places for possible reconsideration for final location

5.4. Considerer what type of food will be better received by the public (Fast Food or sit in)

6. Conclusion

6.1. This type of correlation could be very effective at time to take a decision been the best way to reduce the level of uncertainty by feeling more secure of the possible outcomes. if we don't have a grasp of our possible customer base and define best location it is clear that chances for success will reduce a lot.

The importance of this study is to shoe that all decision, and mostly important decisions in our personal and professional live have to be based on data.