Peer-graded Assignment: Capstone Project - The Battle of Neighborhoods (Week 1)

Report

1. Introduction/Business Problem

A newly arrived immigrant plans to invest in a restaurant business in Toronto, Canada. The restaurant is to specialize in ethnic dining. The class of fine dining is not yet decided. Immigrant requests me as consultant to investigate and make recommendations. Another question to answer is the location of the restaurant.

Many factors will be considered, such as, the demographics of the location, economic well-being of the communities, the level of saturation with similar cuisines, the relative peacefulness (read crime intensity) and the draw of existing venues which ensure people traffic and patronage in the area.

Metro Toronto is not the only ‘place where it’s at’. Other neighbouring communities within Ontario province is to be considered as well.

Hence, the business questions to answer are where to locate the restaurant and the level of fine dining to aim for. Furthermore, how likely is the new restaurant in ethnic dining welcome to the neighbourhoods? Is it safe to do business in the neighbourhoods?

This business problem will interest other entrepreneurial immigrants, who just arrived to seek a better life for themselves and their families. The study methodology and approach is applicable to setting up other types of amenities besides restaurant business as well.

The business problem definition and understanding will set the scene for analytic approach, data requirements and modelling. The next section of the report will cover those aspects.