**Choosing Mexican Restaurant Location—Successfully**

Luke De Joy

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1. Introduction

Toronto is a diverse, large, and growing city. Like many other big cities around the world, Toronto has a phenomenal food scene. Since the food scene is also competitive, which neighborhood is a Mexican restaurant best suited for success?

As a restaurant consultant, I have a client looking to expand operations and open a Mexican restaurant in, or around, Downtown Toronto. I will use data to analyze the city to find the most opportune area.

1. Data acquisition and cleaning

I will utilize publicly available data from Wikipedia and Foursquare. The data from Wikipedia will provide neighborhood details and postal codes, and Foursquare will provide geographical location data. The data will be explored and will help analyze the Toronto neighborhoods and the restaurants throughout.

1. Methodology (Exploratory Data Analysis or Inferential Statistical Testing)

My strategy to find the optimal location for a Mexican restaurant was to find the number of existing restaurants in each neighborhood by cuisine type. Doing so allowed me to find neighborhoods with no Mexican restaurants, while also avoiding locations oversaturated with Mexican restaurants. Fortunately, my findings showed that there were not many existing Mexican restaurants.

1. Results and Discussion

Throughout this process, I learned that Toronto has an incredibly large and diverse food scene. Some neighborhoods have over 15 different types of cuisines! The most popular type of cuisines are Italian and Japanese.

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| **Neighborhood** | **Most Common Cuisines** | | |
|  | **1** | **2** | **3** |
| Berczy Park | Seafood | Comfort Food | Eastern European |
| Central Bay Street | Italian | Thai | Japanese |
| Christie | Italian | Vietnamese | French |
| Church and Wellesley | Sushi | Japanese | Mediterranean |
| Commerce Court, Victoria Hotel | American | Seafood | Japanese |
| First Canadian Place, Underground city | Japanese | American | Seafood |
| Garden District, Ryerson | Japanese | Italian | Middle Eastern |
| Harbourfront East, Union Station, Toronto Islands | Italian | Indian | Mexican |
| Kensington Market, Chinatown, Grange Park | Vegan | Mexican | Vietnamese |
| Queen's Park, Ontario Provincial Government | Italian | Sushi | Portuguese |
| Regent Park, Harbourfront | French | Mexican | Vietnamese |
| Richmond, Adelaide, King | Thai | American | Sushi |
| St. James Town | American | Moroccan | Seafood |
| St. James Town, Cabbagetown | Italian | Chinese | Indian |
| Stn A PO Boxes | Italian | Seafood | Japanese |
| Toronto Dominion Centre, Design Exchange | American | Japanese | Seafood |

Out of all 16 neighborhoods, Italian and Japanese restaurants appear in the top 3 most common 14 times—7 times each. Italian is the number 1 most popular restaurant in 6 neighborhoods.

Mexican restaurants, on the other hand, aren’t nearly as popular. Mexican restaurants appear in the top 3 most common only 3 times, and never the number 1 most popular restaurant of any of the neighborhoods.

1. Conclusion

In this study, I analyzed Toronto’s phenomenal food scene. I built a model to identify neighborhoods, restaurant popularity, and restaurant frequency. After analyzing several locations in, and around, Toronto, I will recommend Central Bay Street to my client as the optimal location for a successful Mexican restaurant. Christie neighborhood is one of the few neighborhoods that doesn’t have any Mexican restaurants within its top 15 most popular restaurants. This provides my client the opportunity to bring a new flavor to the neighborhood and avoid direct competition within.