

Identifying best location in Toronto to open a Greek restaurant

Lida Pagiasli

IBM Data Science Capstone Project

Background

Introduction

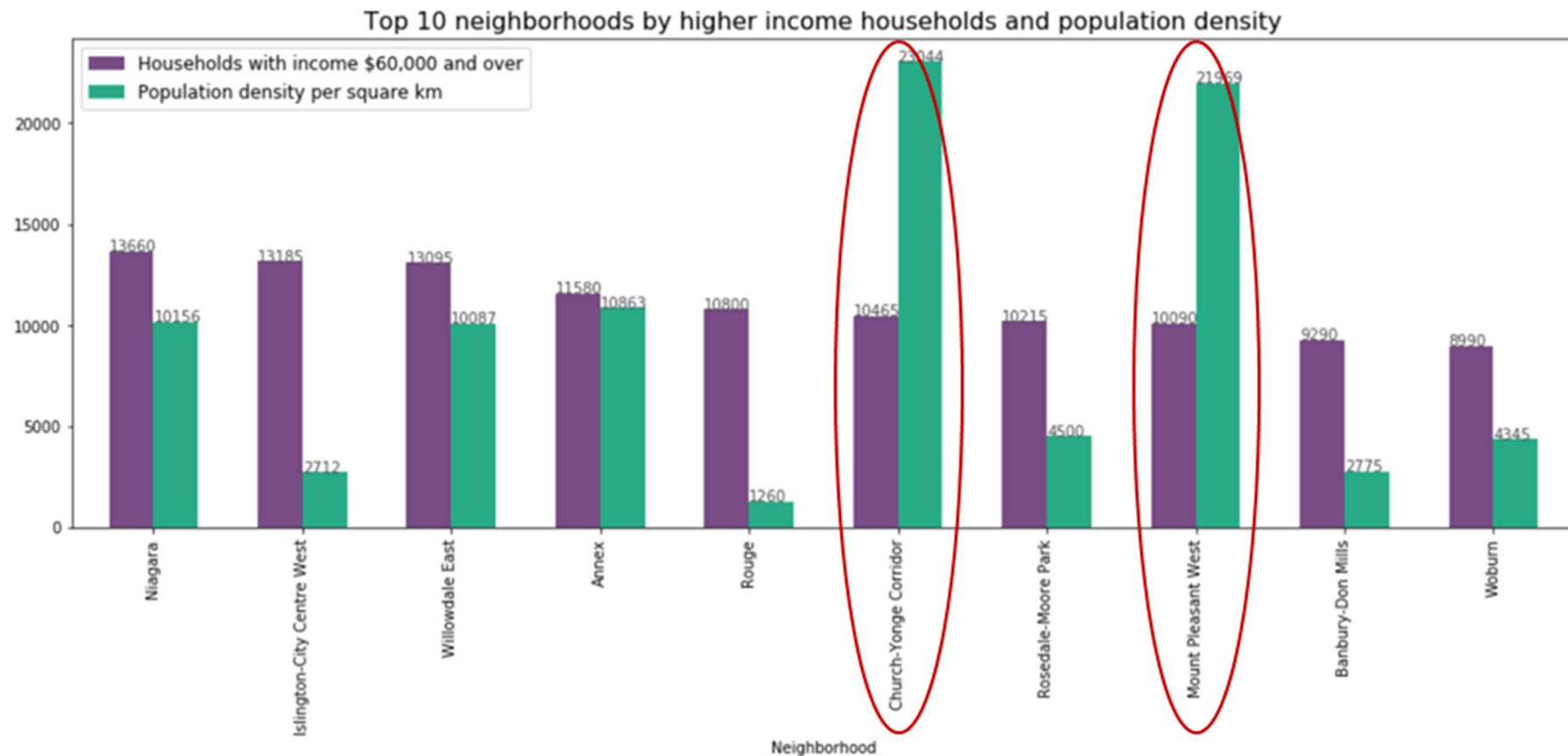
- Toronto is the most populous city in Canada and among the most multicultural cities in the world.
- Given health and wellness trends in diet, Mediterranean cuisine has become very popular over the years.
- How can we identify the ideal location for opening a Greek restaurant?

Data & Methodology

- Number of higher income households in a given area (Canada's census)
- Population density per square km (Canada's census)
- Number of Greek and Mediterranean cuisines restaurants in a given area (Foursquare API)
- Geographical coordinates of neighborhoods in Toronto (GeoPy's Nominatim)
 - Matplotlib and Folium maps for data visualization

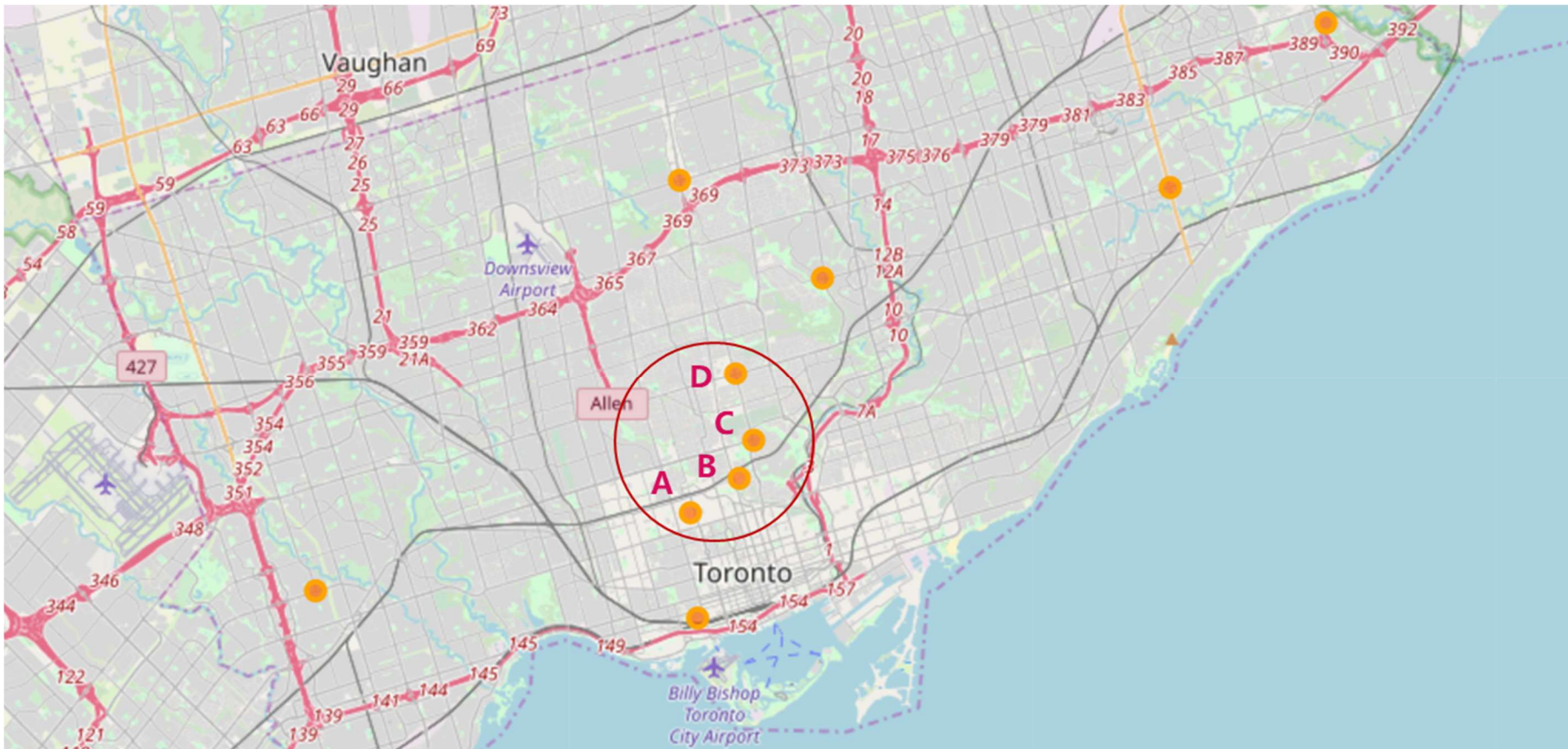
Results: Income & Population

Church-Yonge Corridor (B) and Mount Pleasant West (D) could potentially be good locations due to **higher population density...**



Results: Map

...together with **Annex** (A) and **Rosedale-Moore Park** (C) due to their **proximity**, allowing to draw customers from other areas...



Results: Competition

...with **Rosedale** (C) taking the win from a competition perspective, closely followed by **Annex (A)**.

Neighborhood	Mediterranean restaurants
Church-Yonge Corridor	12
Mount Pleasant West	7
Annex	5
Rosedale-Moore Park	4

Take away points

Discussion

- Between the Church-Yonge Corridor and Mount Pleasant West, the latter appears to be the most attractive location, as competition is only slightly worse than that of Annex and Rosedale-Moore Park.
- Alternatively, Rosedale-Moore Park is more centrally located and is close to Church-Yonge Corridor, the other high-density population area from which it could draw customers.

Conclusion

- Based on income levels, population density, and competition, my analysis suggests that **Mount Pleasant West is the best location** for a Greek restaurant, with the **alternative of Rosedale-Moore Park**.
- The model was intentionally kept simple; however, future research could benefit from including additional information such as crime rates and real estate prices.