Identifying best location in Toronto to open a Greek restaurant

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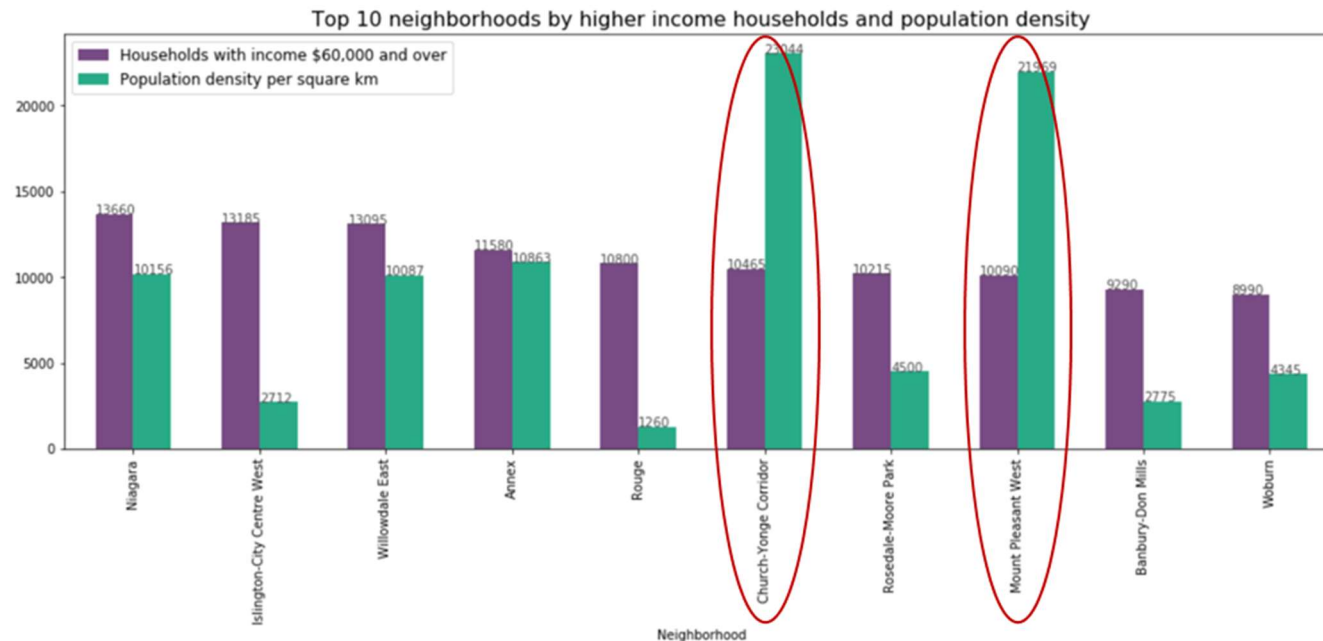IBM Data Science Capstone Project

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?
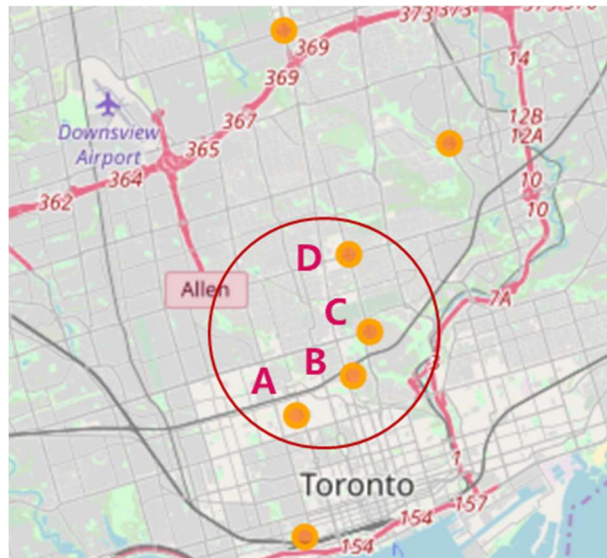
Data & Methodology

- 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: Top 10 Neighborhoods

Top 10 neighborhoods by higher income households and population density

- Households with income $60,000 and over
- Population density per square km

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

...together with **Annex** (A) and **Rosedale-Moore Park** (C) due to their **proximity**...

Neighborhood	Mediterranean restaurants
Church-Yonge Corridor	12
Mount Pleasant West	6
Annex	5
Rosedale-Moore Park	4

...with **Rosedale** (C) taking the win from a competition perspective.

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.