FINDING THE BEST NEIGHBORHOOD TO OPEN AN ITALIAN RESTAURANT IN TORONTO

INTRODUCTION

- Italian restaurants are one of the most popular almost every where.
- ► Not every available space is right for a restaurant
- ► A good restaurant location is harder to find than some people think.
- ► There are several criteria that need to be considered in this case, the most important of which is finding the best neighborhood.

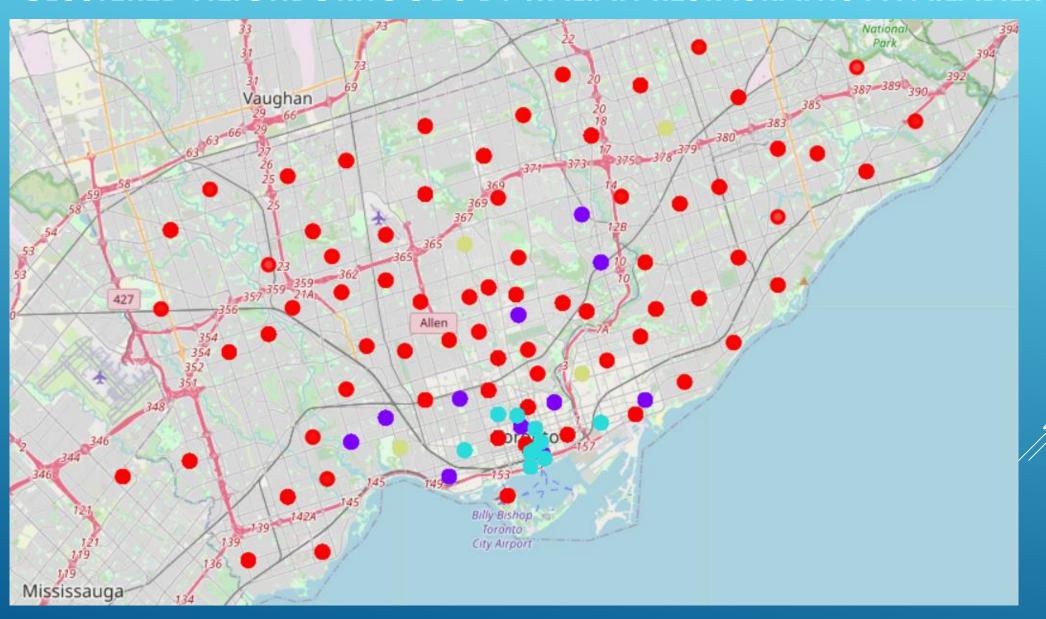
GETTING NECESSARY DATA AND CLEANING

- ➤ Getting list of Toronto's neighborhoods from wikipedia.com
 - ► Cleaned data contains 103 rows
- Getting each neighborhood's coordinates from cocl.us
- Getting venue data from Foursquare API
 - ► It contains 2173 total venues and 269 unique categories

MAP OF TORONTO NEIGHBORHOODS



CLUSTERED NEIGHBORHOODS BY ITALIAN RESTAURANTS AVAILABILITY



CLUSTERED NÉIGHBORHOODS BY ITALIAN RESTAURANTS AVAILABILITY

- Most neighborhoods are in cluster 0 (red circles) which have few or no Italian restaurants
- ► Most of the Italian restaurants are in clusters 1 (blue), 2 (pink) and 3 (green) respectively
- ► Clusters with Italian restaurants as their most common venue among all venues, are 3 (green), 1 (blue), and 2 (pink) respectively

A CLOSER VIEW OF TORONTO DOWNTOWN CLUSTERS



Downtown neighborhoods are mostly in clusters 0 (red), 1 (blue) and 2 (pink).

DISCUSSION AND CONCLUSION

- Regarding the fact that downtown is the most populated and the busiest part of the city, downtown neighborhoods in cluster 0, can be proper candidates for the new restaurant's location.
 - Examples: Regent Park, Harbourfront, Richmond, Adelaide, King, First Canadian Place, Underground city, Kensington Market, Chinatown, Grange Park, etc.
- ► If our audience wants to avoid intense competition, they should better avoid choosing neighborhoods such as: The Danforth West, Riverdale, Parkdale and Roncesvalles.