

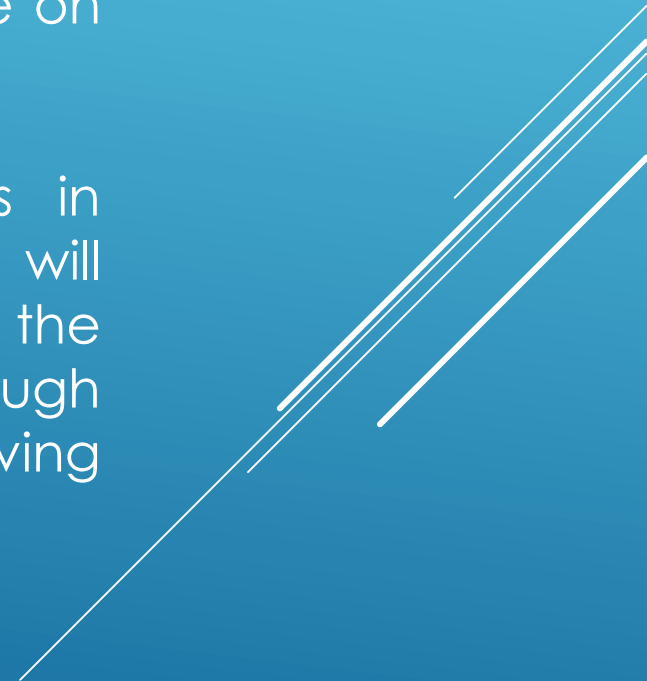
New Seafood Restaurant in Downtown Toronto

S.M.P 23/01/2021

Introduction

Surveys illustrate that in the past few years there has been an increased demand for seafood in North America. Consequently, it would seem to be a good choice to open up a seafood restaurant in the core of Toronto city. In this regard, a well-known seafood restaurant has contacted us, looking to open a new branch in Downtown Toronto. They are looking for guidance on which neighborhood to open the restaurant.

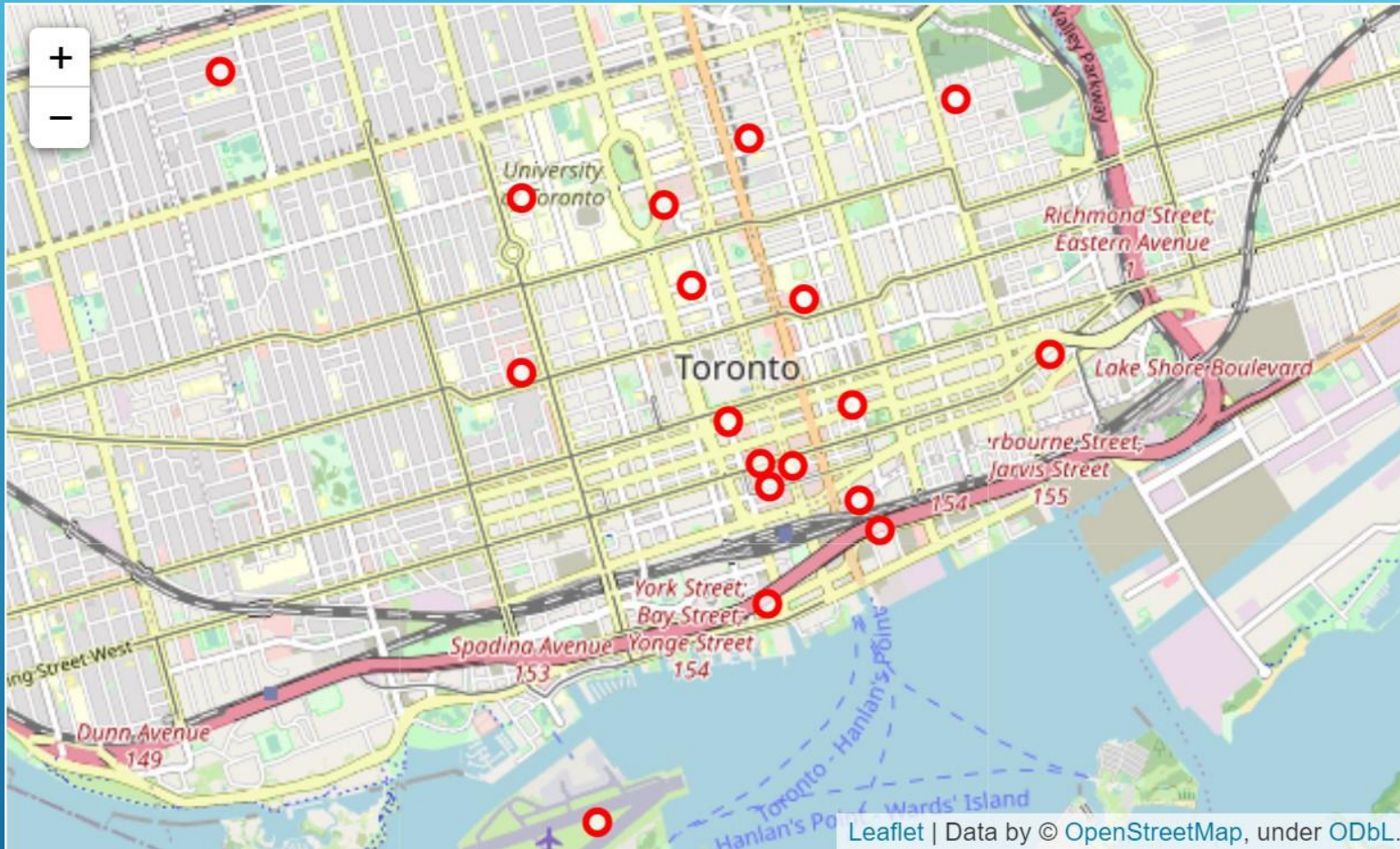
The question to be answered is, which neighborhoods in Downtown Toronto would represent the best option. We will study the success of the existing seafood restaurants in the Downtown Toronto area, using the information obtained through the Foursquare API to find out which neighborhoods are craving more for seafoods these days.



Data Source

- [https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada: M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
- http://cocl.us/Geospatial_data
- **Foursquare API**

Downtown Toronto Neighborhoods



Using the “geopy” library to demonstrate the downtown Toronto with all the neighborhoods superimposed on top

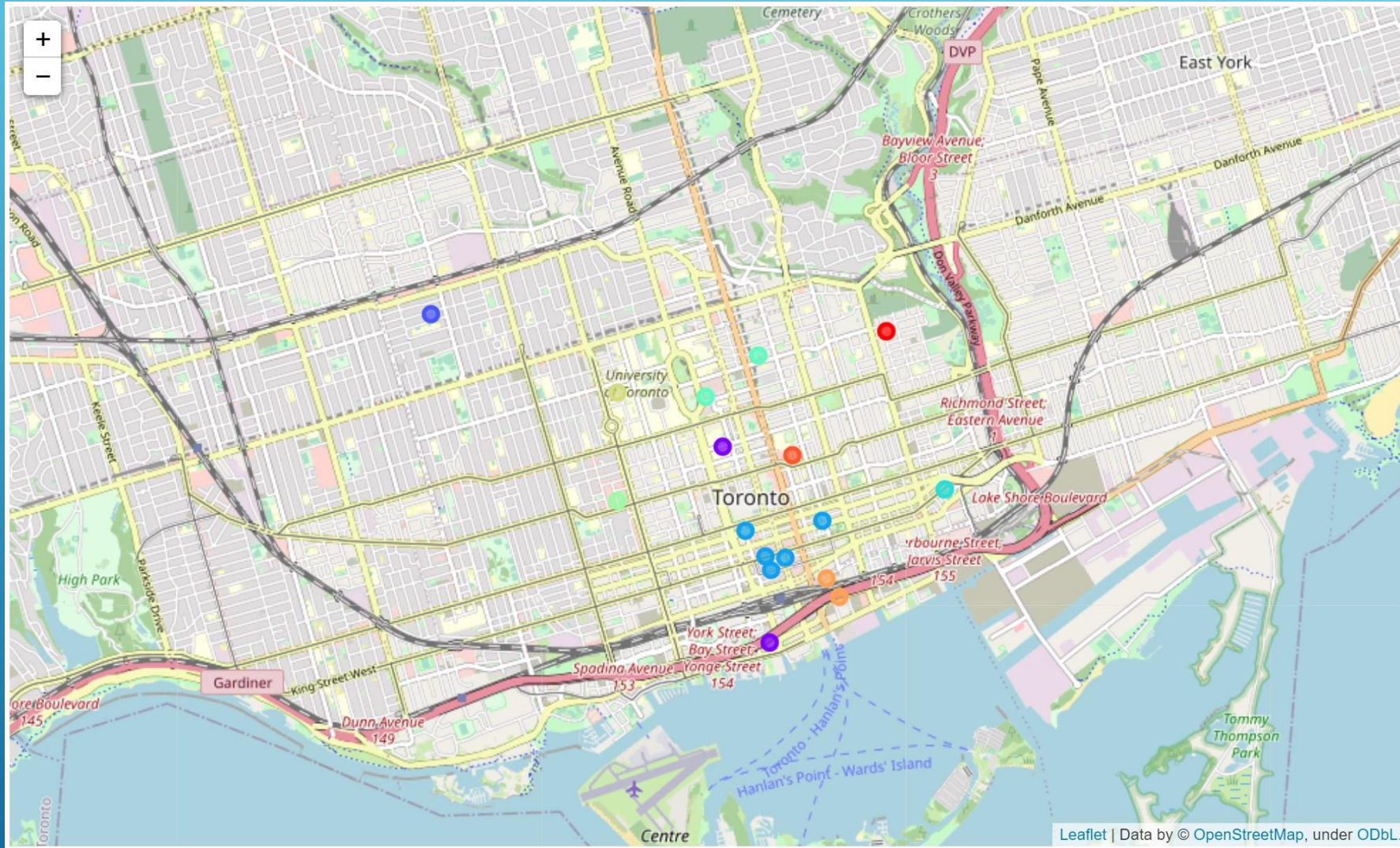
The latitude and longitude were provided in the csv file

	Neighborhood	American Restaurant	Asian Restaurant	Belgian Restaurant	Brazilian Restaurant	Caribbean Restaurant	Chinese Restaurant	Colombian Restaurant	Comfort Food Restaurant	Doner Restaurant	Dumpling Restaurant	Eastern European Restaurant	Ethi Resta
0	Berczy Park	0.000000	0.000000	0.000000	0.00	0.000000	0.000000	0.000000	0.100000	0.000000	0.000000	0.100000	0.00
1	Central Bay Street	0.000000	0.000000	0.000000	0.00	0.000000	0.066667	0.000000	0.000000	0.000000	0.000000	0.000000	0.00
2	Christie	0.000000	0.000000	0.000000	0.00	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.00
3	Church and Wellesley	0.043478	0.000000	0.000000	0.00	0.043478	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.00
4	Commerce Court, Victoria Hotel	0.173913	0.043478	0.000000	0.00	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.00
5	First Canadian Place, Underground city	0.115385	0.115385	0.000000	0.00	0.000000	0.000000	0.038462	0.000000	0.000000	0.000000	0.000000	0.00
6	Garden District, Ryerson	0.000000	0.000000	0.000000	0.00	0.000000	0.050000	0.000000	0.000000	0.000000	0.000000	0.000000	0.00
7	Harbourfront East, Union Station, Toronto Islands	0.000000	0.000000	0.000000	0.00	0.000000	0.100000	0.000000	0.000000	0.000000	0.000000	0.000000	0.00
8	Kensington Market, Chinatown, Grange Park	0.000000	0.000000	0.055556	0.00	0.111111	0.000000	0.000000	0.055556	0.055556	0.055556	0.000000	0.00
9	Queen's Park, Ontario Provincial Government	0.000000	0.000000	0.000000	0.00	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.00
10	Regent Park, Harbourfront	0.000000	0.500000	0.000000	0.00	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.00
11	Richmond, Adelaide, King	0.100000	0.050000	0.000000	0.05	0.000000	0.000000	0.050000	0.000000	0.000000	0.000000	0.000000	0.00
12	St. James Town	0.150000	0.050000	0.050000	0.00	0.000000	0.000000	0.000000	0.050000	0.000000	0.000000	0.000000	0.00
13	St. James Town, Cabbagetown	0.000000	0.000000	0.000000	0.00	0.125000	0.125000	0.000000	0.000000	0.000000	0.000000	0.000000	0.00
14	Stn A PO Boxes	0.052632	0.000000	0.000000	0.00	0.000000	0.000000	0.000000	0.052632	0.000000	0.000000	0.052632	0.00
15	Toronto Dominion Centre, Design Exchange	0.130435	0.086957	0.000000	0.00	0.000000	0.043478	0.000000	0.000000	0.000000	0.000000	0.000000	0.00
16	University of Toronto, Harbord	0.000000	0.000000	0.000000	0.00	0.000000	0.000000	0.000000	0.166667	0.000000	0.000000	0.000000	0.00

With utilizing the Foursquare API and a couple of data manipulating methods we reached this data frame that contains the frequency of restaurant types for the venues in a 500(m) radius for each neighborhood

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue
0	Berczy Park	Seafood Restaurant	Comfort Food Restaurant	Greek Restaurant
1	Central Bay Street	Italian Restaurant	Indian Restaurant	Chinese Restaurant
2	Christie	Italian Restaurant	Greek Restaurant	Gluten-free Restaurant
3	Church and Wellesley	Sushi Restaurant	Japanese Restaurant	Fast Food Restaurant
4	Commerce Court, Victoria Hotel	American Restaurant	Seafood Restaurant	Italian Restaurant
5	First Canadian Place, Underground city	Japanese Restaurant	American Restaurant	Asian Restaurant
6	Garden District, Ryerson	Japanese Restaurant	Middle Eastern Restaurant	Fast Food Restaurant
7	Harbourfront East, Union Station, Toronto Islands	Italian Restaurant	Indian Restaurant	Vegetarian / Vegan Restaurant
8	Kensington Market, Chinatown, Grange Park	Vietnamese Restaurant	Mexican Restaurant	Vegetarian / Vegan Restaurant
9	Queen's Park, Ontario Provincial Government	Sushi Restaurant	Italian Restaurant	Japanese Restaurant
10	Regent Park, Harbourfront	Asian Restaurant	French Restaurant	Vietnamese Restaurant
11	Richmond, Adelaide, King	Thai Restaurant	American Restaurant	Sushi Restaurant
12	St. James Town	American Restaurant	Moroccan Restaurant	Italian Restaurant
13	St. James Town, Cabbagetown	Italian Restaurant	Indian Restaurant	Thai Restaurant
14	Stn A PO Boxes	Seafood Restaurant	Italian Restaurant	Japanese Restaurant
15	Toronto Dominion Centre, Design Exchange	American Restaurant	Seafood Restaurant	Italian Restaurant
16	University of Toronto, Harbord	Japanese Restaurant	Italian Restaurant	French Restaurant

**The top 3 most
common venues in
each neighborhood**



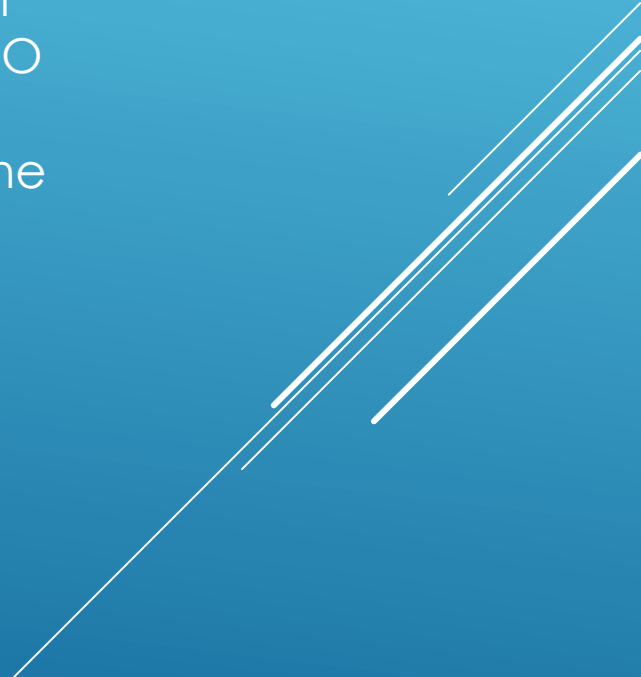
This map indicates the downtown Toronto neighborhoods clustered based on their venues category.

Results

- There are 19 neighborhoods in downtown Toronto but only 17 of them contain at least 1 restaurant in 500(m) radius.
- There are 251 venues in downtown Toronto, categorized in 40 different types.
- Figure 3 indicates the top 3 most common venues in each neighborhood.
- Figure 4 indicates the clustered neighborhoods.
- Seafood restaurants are the number one most common venues in “Berczy Park” and “Stn A PO Boxes”.
- Seafood are also very popular in “Toronto Dominion Centre, Design Exchange” and “Commerce Court, Victoria Hotel” as they are the second most common venues in these neighborhoods.

Conclusion

In this study, the most common neighborhoods for opening a Seafood restaurant were analysed. As a result, we recommend our business partners to open their restaurant in one of these two neighborhoods “Berczy Park” and “Stn A PO Boxes” as people in these areas number one choice are seafoods and a high quality seafood restaurant could join the competition for drawing people in their restaurant.

Several white lines of varying lengths and orientations are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.