

**Analyzing an optimal spot to open
an Italian or Japanese restaurant
in Toronto, ON, Canada**

INTRODUCTION

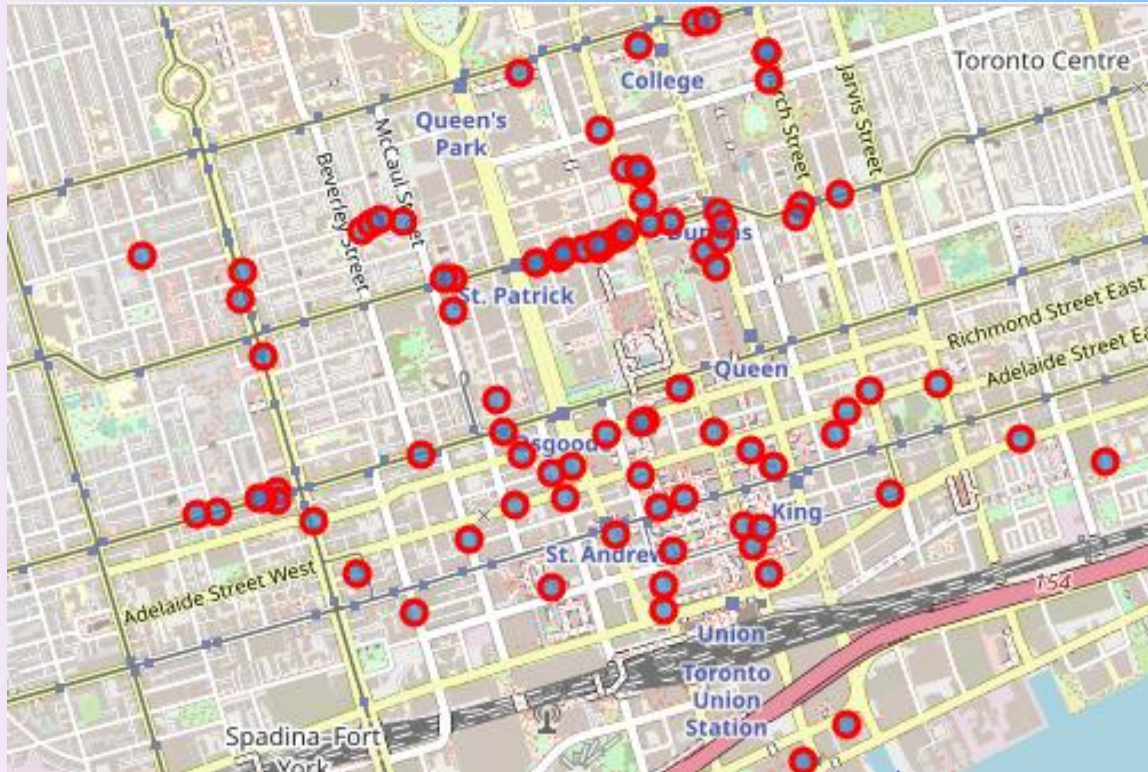
- Trying to find an optimal location for a restaurant is an analysis very specific.
- In addition to offering quality service, a restaurant must have a good location, where it can attract attention and despite the market being competitive, avoid places with a high concentration of offer.
- Since there are lots of restaurants there we detected locations that are common avenues or streets that the people go to eat. We will show which type of restaurant is better to open and where is the best sector to open it.

DATA ACQUISITION AND CLEANING

- Based on our business problem, factors that will influence our decision are:
 - number of existing restaurants;
 - number of and distance to Italian/Japanese restaurants in the neighborhood, if any;
 - distance of the restaurant from city center or an location where is a large flow of people.
- Following data sources will be needed to extract/generate the required information:
 - centers of candidate areas will be generated algorithmically and approximate addresses of centers of those areas will be obtained using Foursquare API;
 - we used a radius equals to 1500. The central point used was the city center.

JAPANESE RESTAURANTS

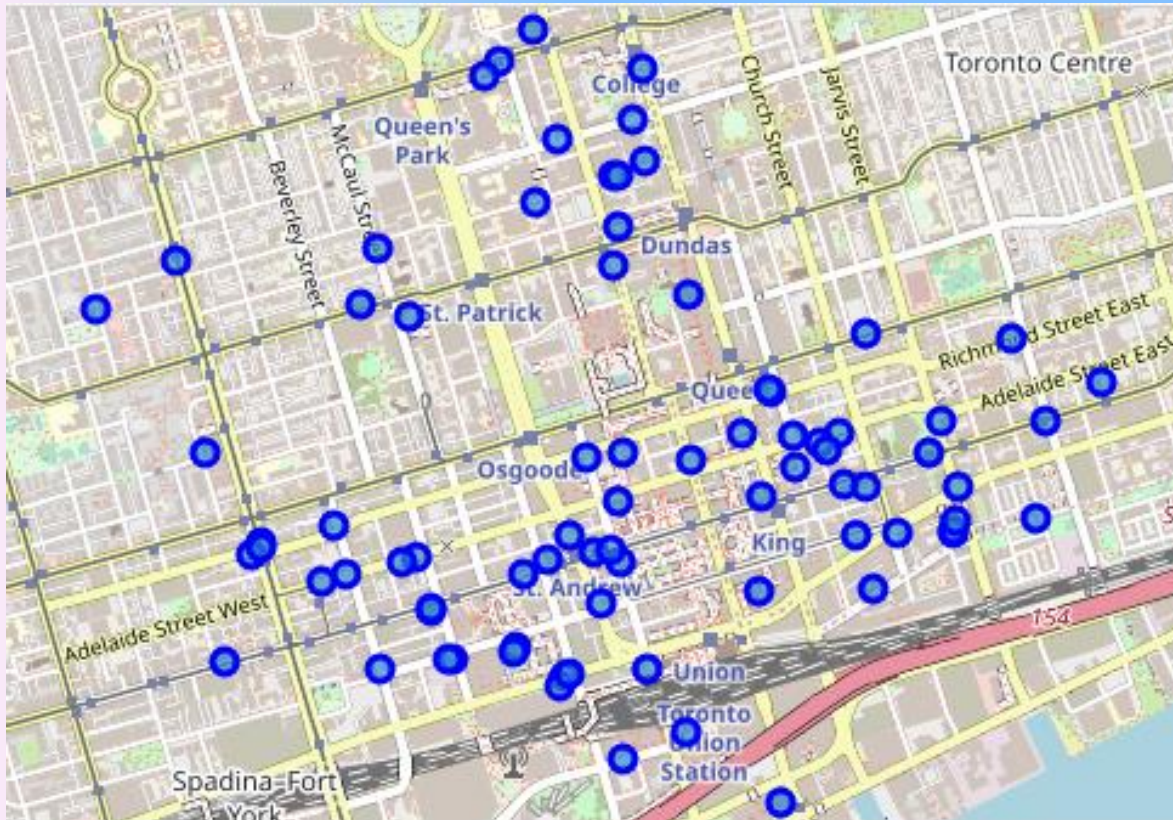
- We have a big concentration of Japanese restaurants Downtown and most of them are located on the same street, which is Dundas Street;
- Also, near to the Financial District we have the 2nd most common sector of restaurants;



- The competition between Japanese restaurants is very large;
- High concentration and small distance between them.

ITALIAN RESTAURANTS

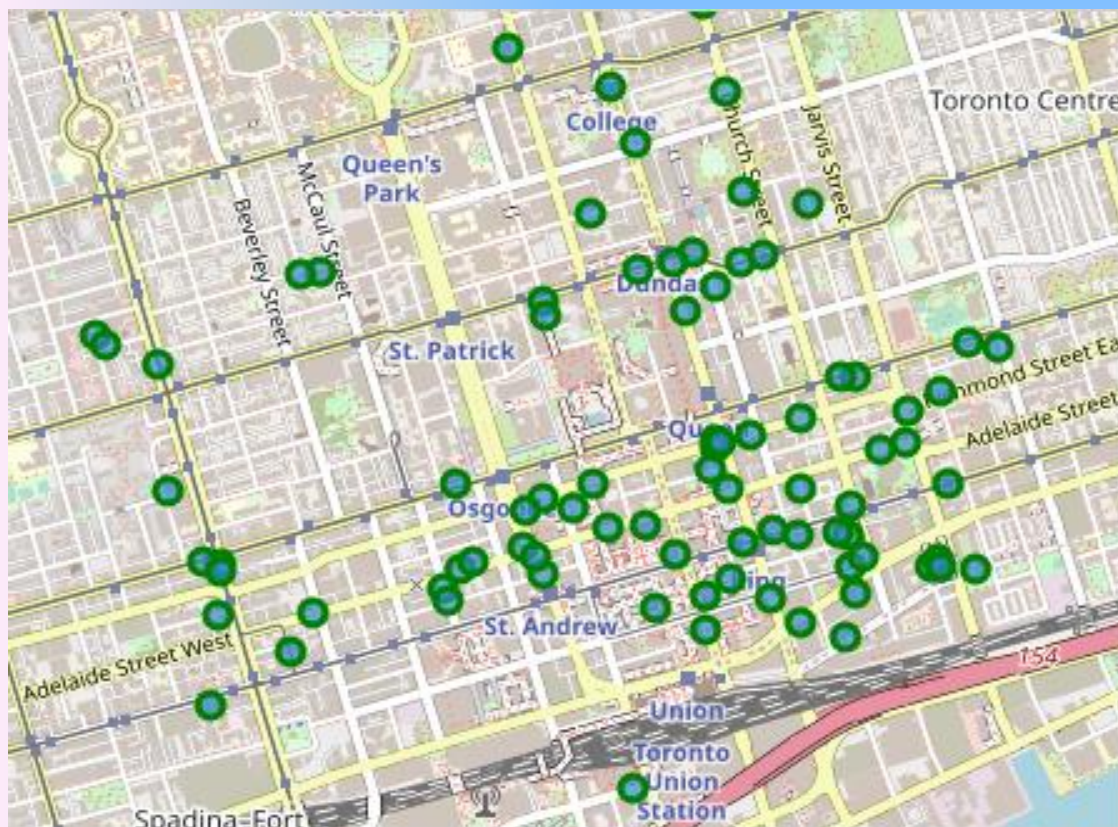
- Italian restaurants are not equally distributed;
- We have some options Downtown, but most of them are in the south, in the sector where is the financial district;



- The distance between Italian restaurants is greater than the distance between Japanese restaurants;
- There are fewer options, so the competition tends to be less.

ALL RESTAURANTS EXCLUDING JAPANESE AND ITALIANS

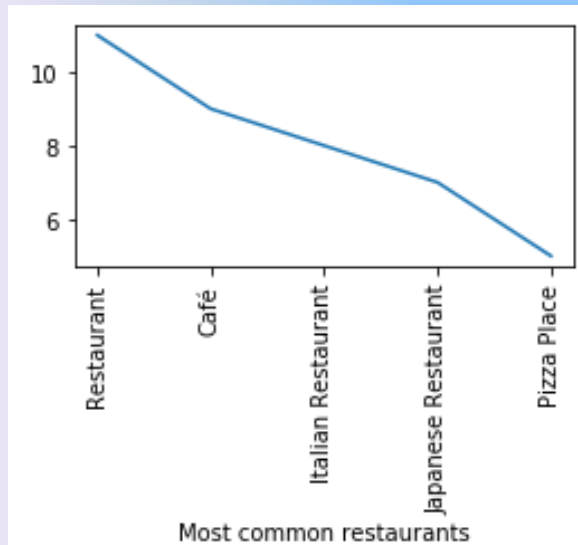
- For the rest kinds of restaurants, we can state that the sectors near to the financial district have a very high concentration.



- So, considering all restaurants, the competition there would be greater than the competition Downtown.

MOST COMMON RESTAURANTS

Restaurant	11
Café	9
Italian Restaurant	8
Japanese Restaurant	7
Pizza Place	5



- Based on 100 restaurants, these are the top 5 most common venues people go to eat;
- Top 1, restaurant, represents places where they offer several kinds of food;
- Italian restaurants represents 8% of the market followed by Japanese restaurants with 7%.

CONCLUSION AND FUTURE DIRECTIONS

- The questions for our problem are: Should we open an Japanese restaurant or an Italian restaurant? Where should we open it?
- Answering the first question: Considering the data we had, the maps we plotted and the type of food the city consumes, we choose to open an Italian restaurant. Reasons are:
 - Competition is less;
 - Distance between Italian restaurants is greater, less concentration;
 - Population consumes more Italian than Japanese food in the sectors we analyzed.

- Answering the second question, **WHERE SHOULD WE OPEN IT?**
- Considering the financial district sector and downtown we have some points to show, such as:
 - The flow of people including residents and non-residents. During weekdays the flow is similar, but thinking about holidays, weekends, and also tourists, downtown must be better;
 - The constancy of consumption. Highly correlated to the flow of people. Everyday, no matter when, downtown is full and it tends to sell more;
 - There are few Italian restaurant options downtown and the distance between them is relatively large.
- **So, the final decision would be to open an Italian restaurant downtown Toronto.**