



Project Italian Restaurants in Toronto

Where to start a field research

Key Question



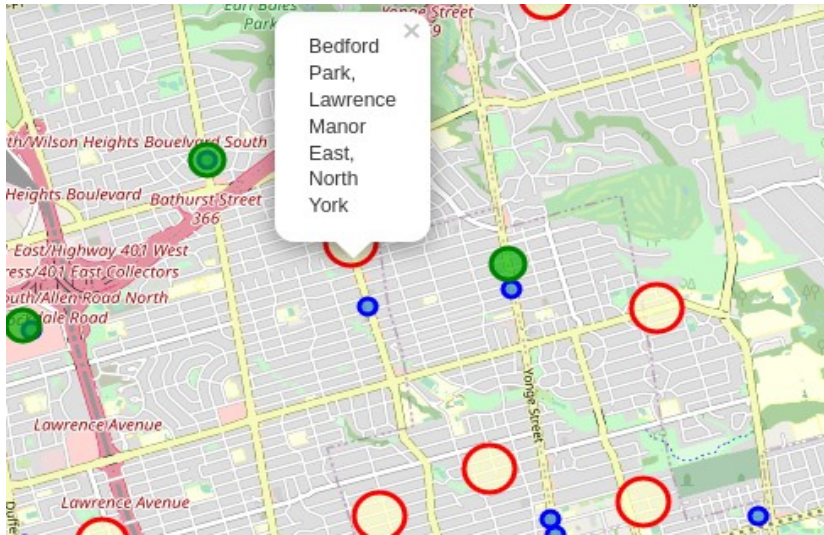
Can we identify areas in Toronto which have a need for a new middle priced italian restaurant and could be included in a field research project.

Approach



- Foursquare api for getting information about venues and their ratings
- Kmeans for clustering results
- Visualization of results with Folium

Results

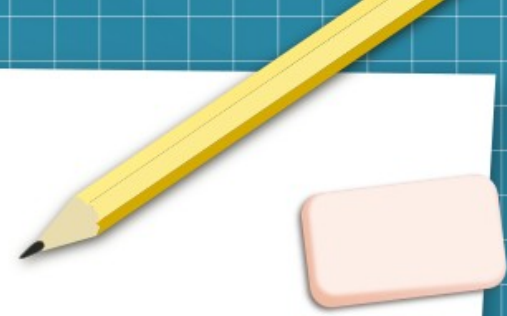


green = middle priced restaurants with rating cluster

red-circled yellow = neighborhoods, boroughs

blue = all italian restaurants

Results



- **North York:** low rating category 3 restaurants: esp. boroughs: **Bedford Park, Lawrence Manor East**
- **Central Toronto** : low rating category 3 restaurants: esp. borough **Davisville**
- **Central Toronto:** competition with one existing high rated restaurant: borough: **Summerhill West, Rathnelly, South Hill, Forest Hill SE, Deer Park**
- Downtown Toronto and West Toronto are very well equipped with every type of Italian restaurant. So there seemed to be not a real opportunity for starting a new one.

Conclusion



By using the Foursquare api, geolocation data and Kmeans clustering algorithm we can make a good guess where to start the field research in Toronto. This approach

- Saves money
- Delivers results faster to the end customer.
- Accelerates the process of decision making



.....Thank you for your attention.

