



Analysis of Opportunities for Restaurants in Downtown Toronto

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OUTLINE



- Executive Summary
- Introduction
- Methodology
- Results
- Discussion
 - Findings & Implications
- Conclusion
- Appendix

EXECUTIVE SUMMARY



- We analyzed selected neighborhoods in Downtown Toronto trying to find a suitable location for a new restaurant.
- We limited our search to a few selected areas
 - Neighborhoods between the Old Center and the lakeside.
 - Locations with at most 1.5km distance from the Old Center.
 - Venues in the Islands regions were also discarded.
- CN Tower and Bathurst Quay were identified as the regions with the least amount of restaurants
- We also identified some possible categories of restaurants with more chance of success

DATA AND METHODOLOGY



We collected description and geolocation data from several businesses for all the neighborhoods, using the Foursquare API

The region of interest was Toronto Metropolitan Area, between the center and the lakeside

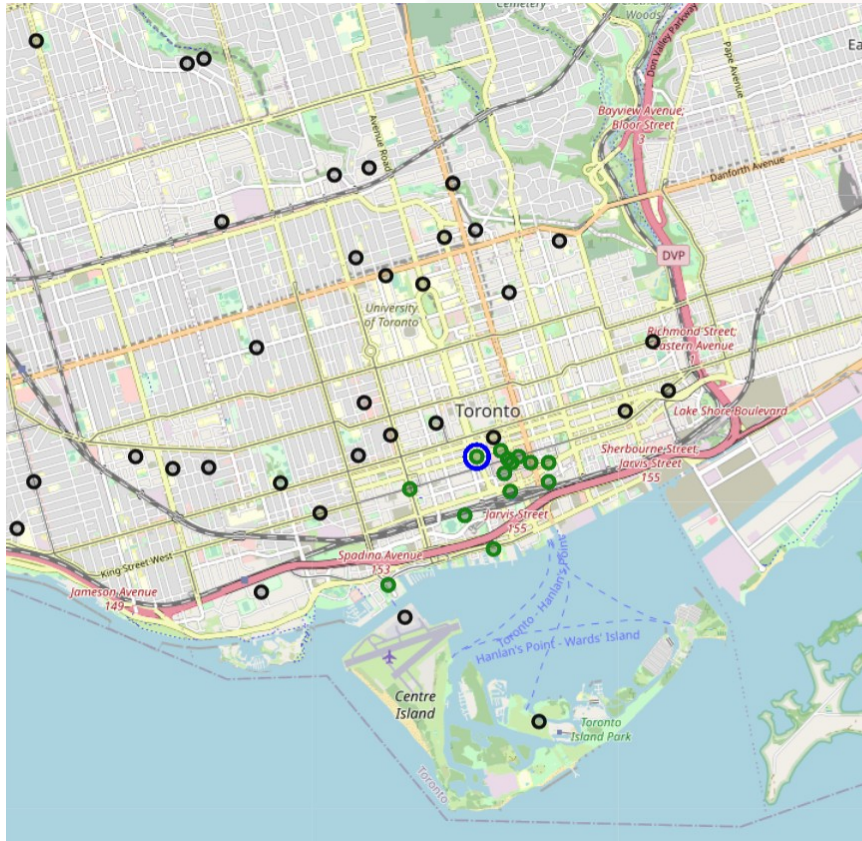
We aggregated the businesses of interest (restaurants) by distance from the neighborhood

The result is presented overlaid on the city map

We can see which regions have lack or excess of restaurants nearby

We can also see which kinds of restaurants are present in the region

RESULTS

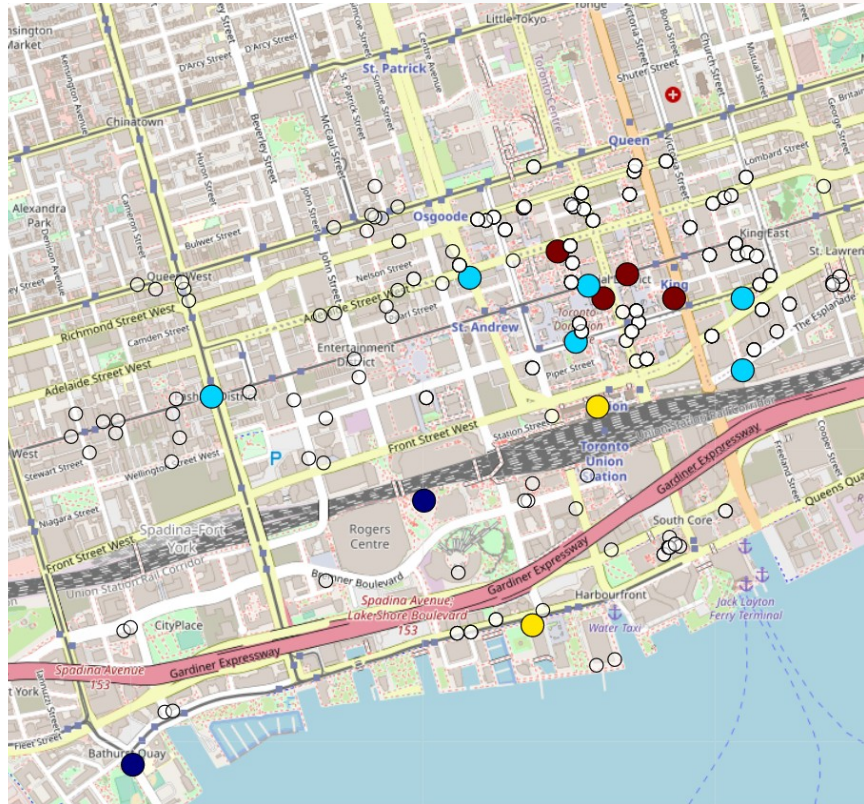


The region of interest is marked on the map.

The green points show the selected potential neighborhoods for the new restaurant

These locations were selected because they are in the commercial center of the city, as well as in a tourist area

RESULTS



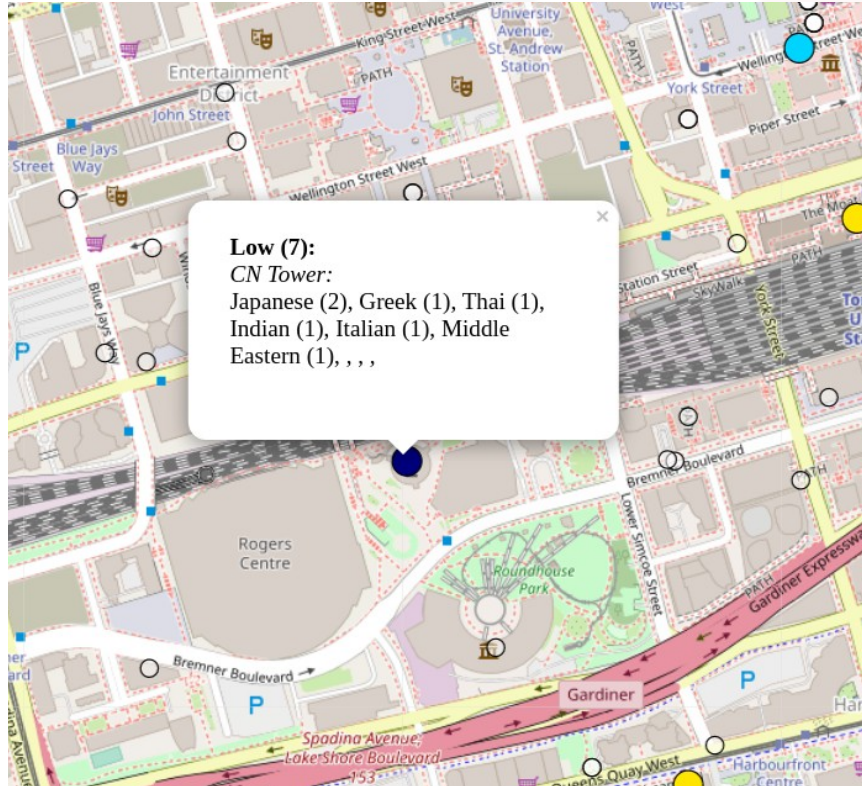
Here we see the clustering of the regions by amount of restaurants nearby:

Dark blue has low concentration of restaurants (<10)

Dark red has the most concentration of restaurants (>30)

Out of the two areas with low concentration of restaurants, we chose CN Tower (central part of the figure) since it's more central and closer to other areas than Bathurst Quay (lower left)

RESULTS



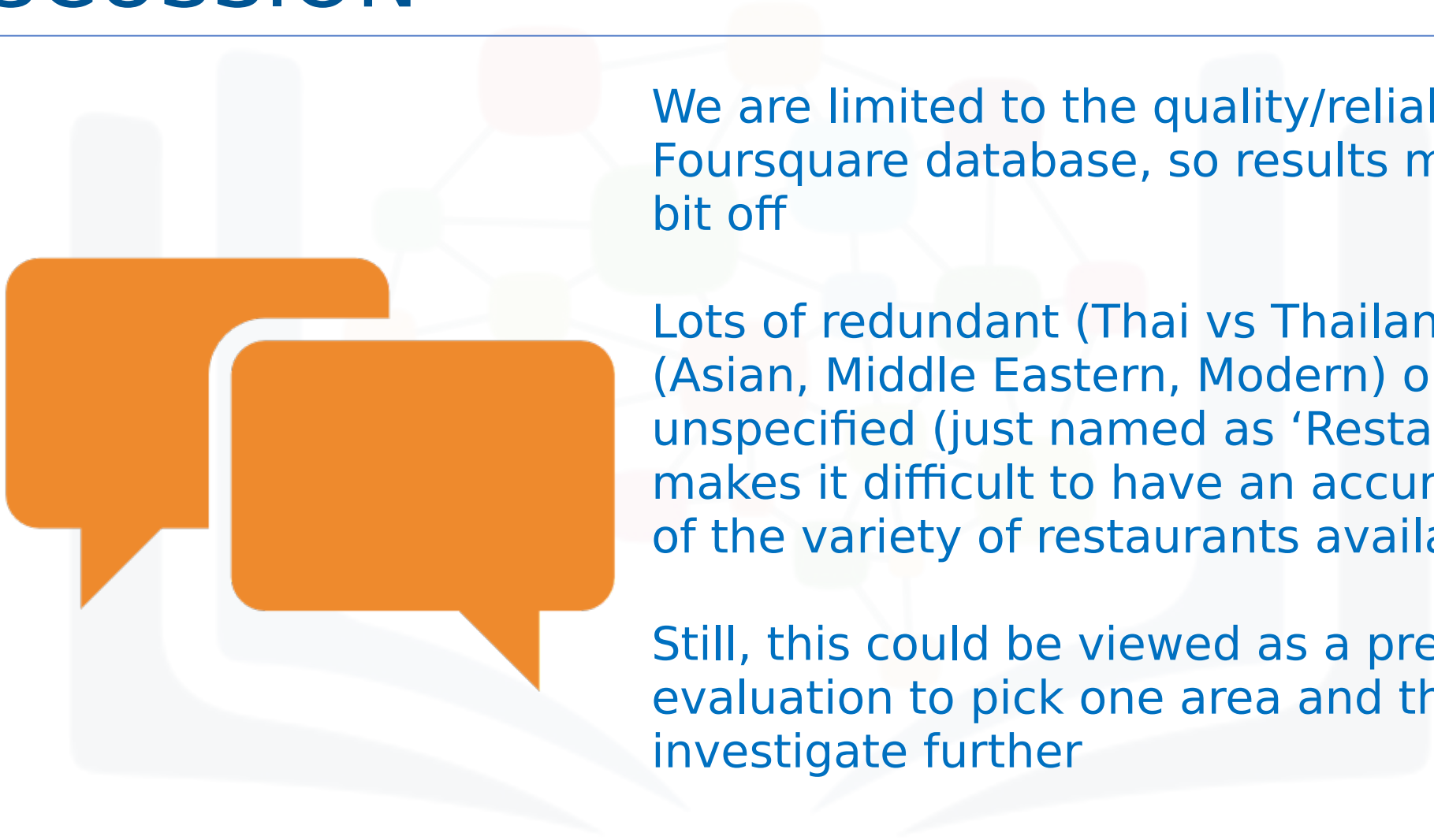
CN Tower has Japanese, Greek, Thai, Indian, Italian and Middle Eastern restaurants

We should look for restaurants that are less common in the neighborhood

Some options of popular restaurants that aren't already present in there are Seafood, Vegetarian, Fast Food and Chinese

These would be the recommended ones to be opened since they are popular in the city, but not in the neighborhood

DISCUSSION



We are limited to the quality/reliability of the Foursquare database, so results might be a bit off

Lots of redundant (Thai vs Thailand), Unclear (Asian, Middle Eastern, Modern) or unspecified (just named as 'Restaurant') makes it difficult to have an accurate picture of the variety of restaurants available.

Still, this could be viewed as a preliminary evaluation to pick one area and then investigate further

CONCLUSION



- We identified that CN Tower in Toronto may be a good location for opening a new restaurant
- We also determined that some of the possible cuisines would be Seafood, Vegetarian, Fast Food and Chinese

APPENDIX



- Popular restaurants in Downtown area

Neighborhoods	Number of restaurants
Japanese Restaurant	19
Uncategorized Restaurant	16
Italian Restaurant	14
Seafood Restaurant	8
Thai Restaurant	6
Vegetarian / Vegan Restaurant	5
Fast Food Restaurant	5
Indian Restaurant	5
Chinese Restaurant	4
Asian Restaurant	4

Table 4: Top 10 most common restaurants in the region.