Opening a New Chinese Restaurant in Toronto, Canada

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Introduction

- In this project, I am creating a hyphothetical scenario for a concept that there may not enough Chinese Restaurant in Toronto, Canada

- Finding the location to open such a restaurant is one of the most important decisions for this entrepreneur.

Business Problem

- The objective of this capstone project is to find the most suitable location for the entrepeneur to open a new Chinese restaurant in Toronto, Canada.

To find the answers to the following questions:

- Which is the easiest place to choose if you prefer Chinese cuisine?
- Which areas have potential Chinese restaurant Market?
- Which areas lack Chinese Restaurants?
- What is best location to open a Chinese Restaurant in Toronto?

Using k-means clustering

- The results from k-means clustering show that we can categorize Toronto neighborhoods into 3 clusters based on how many Chinese restaurants are in each neighborhood:

- Cluster 0: Neighborhoods with lowest (close to zero) number of Chinese restaurant

- Cluster 1: Neighborhoods with high number of Chinese restaurants

- Cluster 2: Neighborhoods with few Chinese restaurants

Answer the questions

Which is the easiest place to choose if you prefer Chinese cuisine?

Most of Chinese restaurants are in Cluster 1 areas, the customers will have more options to stay in.

- St. James Town
- North Toronto West

Which areas lack Chinese Restaurants?

The lowest (close to zero) in Cluster 0 areas which are:

- Richmond
- Regent Park

Which areas have potential Chinese restaurant Market?

As the competition seems to be low, there are good opportunities to open near (Clustering 2 areas):

- Harbourfront East
- Toronto Dominion Centre

Recommendations
What is best location to open a Chinese Restaurant in Toronto?

Looking at nearby venues, it seems Cluster 0 (*Richmond*, and *Regent Park*) might be a good location as there are not a lot of Chinese restaurants in these areas. Therefore, this project recommends the entrepreneur to open an authentic Chinese restaurant in these locations with little to *no competition*. It is also *convenience* to the nearby customers for coming.

Recommendations

Looking at nearby venues, it seems Cluster 1 might be a good location as there are not a lot of Chinese restaurants in these areas.

Therefore, this project recommends the entrepreneur to open an authentic Chinese restaurant in these locations with little to no competition. It is also convenience to the nearby customers for coming.

Conclusion

In this project, we have gone through

- the process of identifying the business problem

- specifying the data required

- extracting and preparing the data

- performing the machine learning by using k-means clustering

- providing recommendation to the stakeholder.

References

- List of neighborhoods in Toronto:

https://en.wikipedia.org/wiki/
List_of_postal_codes_of_Canada:_M

- Foursquare Developer Documentation:

https://developer.foursquare.com/docs

- All codes for this project can be found here:

https://github.com/merey91/github-data-science

Thank You