



Opening a New Chinese Restaurant in Toronto, Canada

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Introduction

- In this project, I am creating a hypothetical 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 entrepreneur to open a new Chinese restaurant in Toronto, Canada.

To find the answers to the following questions:

- What is best location in Toronto for Chinese cuisine?
- Which areas have potential Chinese restaurant Market?
- Which all areas lack Chinese Restaurants?
- Which is the best place to stay if you prefer Chinese cuisine?

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 high number of Chinese restaurants
- Cluster 1: Neighborhoods with only 1 Chinese restaurant
- Cluster 2: Neighborhoods with little Chinese restaurants

Answer the questions

What is best location in Toronto for Chinese cuisine?

Most of Chinese restaurants are in Cluster 0 areas:

- Garden District, Ryerson
- Harbourfront East, Union Station, Toronto Islands
- Richmond, Adelaide, King
- Toronto Dominion Centre, Design Exchange

Which areas have potential Chinese restaurant Market?

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

- University of Toronto, Harbord
- St. James Town, Cabbagetown

Which all areas lack Chinese Restaurants?

And the lowest (close to zero) in Cluster 1 areas which are:

North Toronto West, Lawrence Park areas.

Which is the best place to stay if you prefer Chinese cuisine?

Most of Chinese restaurants are in Cluster 0 areas

The customers will have more options to stay in Cluster 0 areas.

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