

## **Background & Description of the Business Problem**

Toronto, the capital of the province of Ontario, is the most populated Canadian city. Its diversity is reflected in Toronto's ethnic neighborhoods such as Chinatown, Corso Italia, Greektown, Kensington Market, Koreatown, Little India, Little Italy, Little Jamaica, Little Portugal & Roncesvalles. It is one of the best places to start a Chinese restaurant as one of the most immigrant-friendly cities in North America.

Unlike other businesses, e.g. stock, real estate, the demand for food is continuously high, especially in an internationally renowned city. Besides, Chinese is the third-largest population group in local Toronto neighborhoods and people within this group have a strong need for food from Chinese restaurants. The reasoning above supports that Toronto is an ideal location to choose a neighborhood and start a restaurant from. So what is the status quo of local restaurants in Toronto? In which neighborhood(s) is the Chinese restaurant most popular? and where should we start a Chinese restaurant?

## Target Audience

Who's going to be interested in this problem? And to whom this problem will be beneficial? as I dive into the problem and determine the optimistic location to start a restaurant:



1. Business personnel who wants to invest or open up a Chinese restaurant in Toronto. This analysis will be a preliminary guide to start or expand restaurants targeting Chinese customers.
2. Foodie who wants to find a Chinese restaurant to dine in.
3. Data/Business Analyst or Data Scientists, who wish to analyze the neighborhoods of Toronto using Exploratory Data Analysis and other statistical & machine learning techniques to obtain all the necessary data, perform some operations on it and, finally be able to tell a cogent story out of it.