

BUSINESS PROBLEM

- THE OBJECTIVE OF THIS PROJECT IS TO ANALYZE AND PROVIDE THE BEST LOCATIONS IN TORONTO, CANADA FOR A NEW JAPANESE RESTAURANT. UTILIZING DATA SCIENCE METHODOLOGY AND ANALYSIS ALONG WITH INSTRUMENTS THE PROJECT AIMS TO PROVIDE SOLUTION TO: “WHERE IN TORONTO POTENTIAL INVESTORS CAN OPEN A JAPANESE RESTAURANT?”

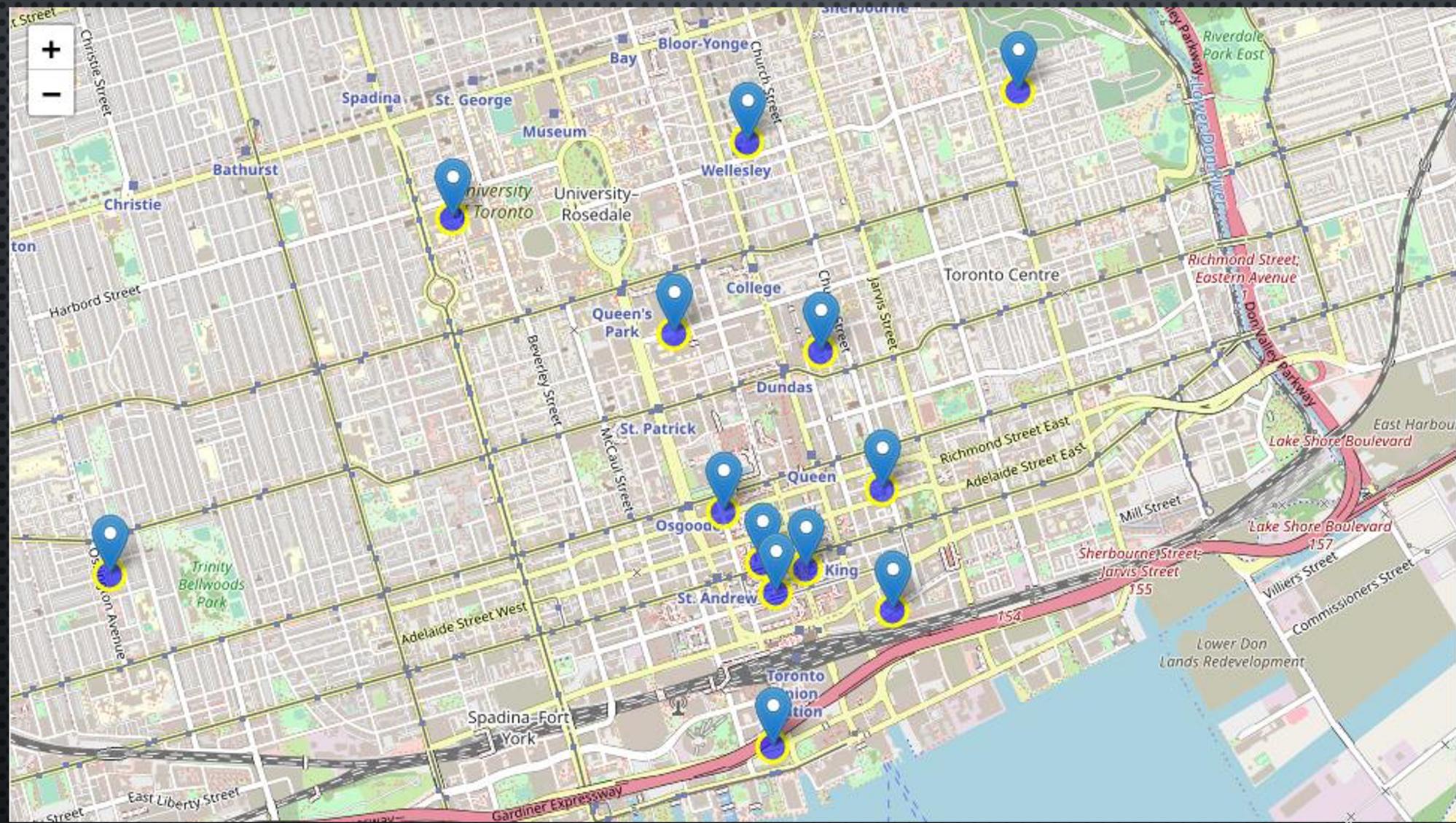
DATA

- DATA DESCRIPTION:
 - TORONTO, CANADA DATA CONTAINING NEIGHBORHOODS AND BOROUGHS
 - LATITUDE AND LONGITUDE COORDINATES OF THESE NEIGHBORHOODS FOR PLOTTING THE MAP
 - VENUE DATA, NAMELY RESTAURANTS DATA OF TORONTO
- DATA SOURCE:
 - TORONTO DATA SOURCE FOR NEIGHBORHOODS AND BOROUGHS WILL BE OBTAINED FROM WIKIPEDIA AND WRANGLLED WITH PYTHON PANDAS LIBRARY. FURTHER, WE WILL RETRIEVE GEOGRAPHICAL COORDINATES (LATITUDE, LONGITUDE) FROM THE WEBSITE:
[HTTP://COCL.US/GEOSPATIAL DATA](HTTP://COCL.US/GEOSPATIAL_DATA) PROVIDED BY IBM.
 - ADDITIONALLY, WE ARE GOING TO USE FOURSQUARE API TO GET VENUE DATA FOR THE NEIGHBORHOODS.

METHODOLOGY

- COLLECT THE DATA FROM SOURCES. CLEAN AND PROCESS THE DATA
- USING FOURSQUARE API, LOCATE ALL VENUES FILTERING BY JAPANESE RESTAURANTS
- RANKING AND LIKES FACTORS WILL BE COUNTED TO SORT THE DATA BASED ON THOSE
- VISUALIZE DATA UTILIZING
- PYTHON GRAPHIC LIBRARIES

RESULTS



RESULTS

- DOWNTOWN TORONTO HAS HIGHEST NUMBER OF JAPANESE RESTAURANTS COMPARED TO OTHER BOROUGHS
- DOWNTOWN TORONTO HAS HIGHEST AVERAGE RATING FOR THE JAPANESE RESTAURANTS
- ANOTHER HIGHEST AVERAGE RATING IS IN WEST TORONTO
- HOWEVER THERE ARE JUST FEW RESTAURANTS

DISCUSSION

- BASED ON THE RESULTS OF OUR ANALYSIS DOWNTOWN AND WEST OF TORONTO ARE THE BEST LOCATIONS FOR JAPANESE CUISINE IN TORONTO, CANADA
- WEST TORONTO IS MORE PROMISING LOCATION WITH FEWER COMPETITORS
- OTHER LOCATIONS ARE EXCLUDED AS HAVING A VERY LOW CUSTOMER RATINGS

CONCLUSION

- THE FINDINGS OF THIS PROJECT IS APPLICABLE IN REAL LIFE. IMPROVEMENTS AND ADDITIONAL CRITERION ARE SUGGESTED TO APPLY FOR BETTER RESULTS.