Business Problem

A Chinese restaurant brand based in Manhattan,New York is looking to expand their business in Toronto, Canada. The client wants to understand the neighbourhoods in Toronto so it can conclude where their next restaurant in Toronto could be. The client is also interested whether the neighbourhoods in New York and Toronto are similar or dissimilar so it can target the neighbourhood accordingly ultimately leading to profit.

Target Audience:

The stakeholders of the company will get a clear understanding at the end of project as to which neighbourhood(s) to target for their next restaurant in Toronto.

Problem at hand:

Objectives:

1) Compare New York and Toronto cities to determine how similar or dissimilar they are.
2) Explore category venues and trending venues in a particular neighbourhood in Toronto and targeting accordingly.