The best spot to open a new Indian restaurant in Toronto

Problem

Toronto is the most densely populated city in Canada. It provides many business oppourtunities, this also means the market is highly competitive. One of our client is planning to open a new restaurant in New York city. In this project, we will help client to understand the current restaurants segmentations, and find the spot to open a new restaurant.
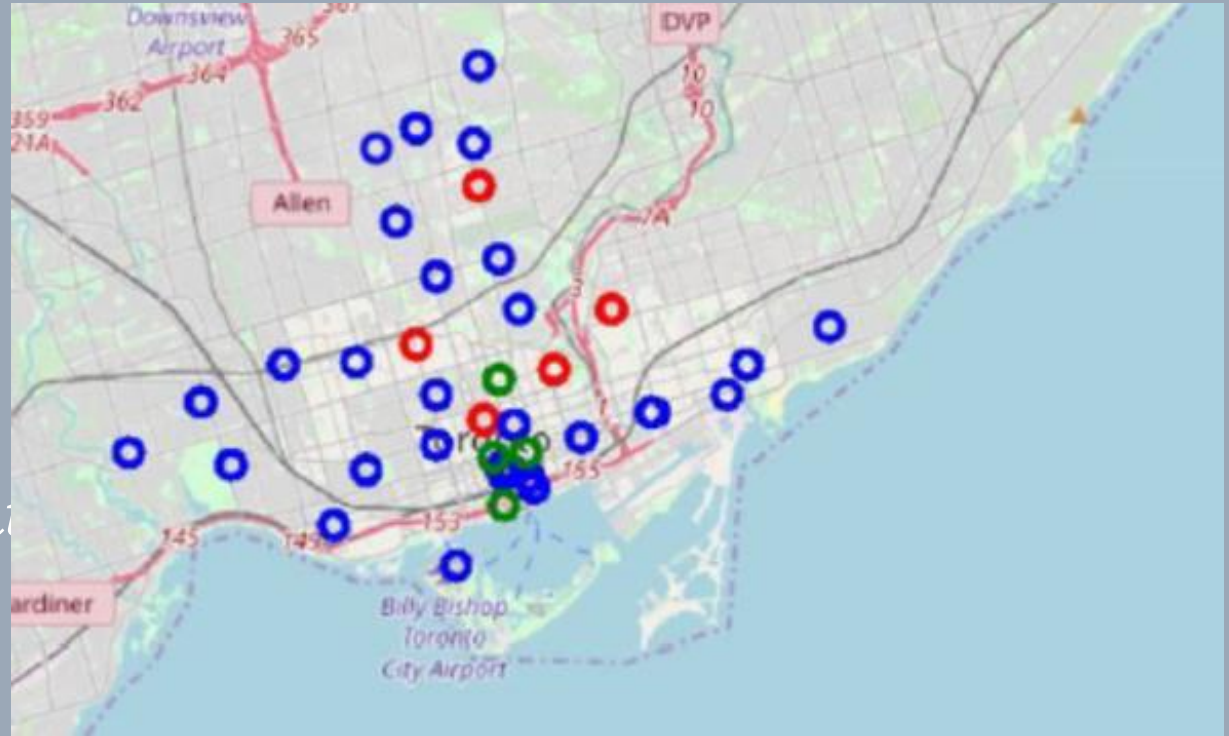
Audience

ABC company has appointed our team to locate which neighborhood of New York city will be the best spot to start a reataurant.

Data

The Data were from Wikipedia website:
https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M

Cluster 0 (green) :
less number of Indian restaurants.
Cluster 1 (blue) :
no Indian restaurants.
Cluster 2 (red) :
a more number of Indian restaurant

Recommendations

Cluster 2 have more Indian restaurants, which means there are more potential customers.

Cluster 1 has no Indian restaurants, which means there are a good opportunity to open the market.

Custer 0 could be the best spot, because there are target customers compared with cluster 1, while not competitive as cluster 2.

Thank you!