Background and 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.

Target Audience

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

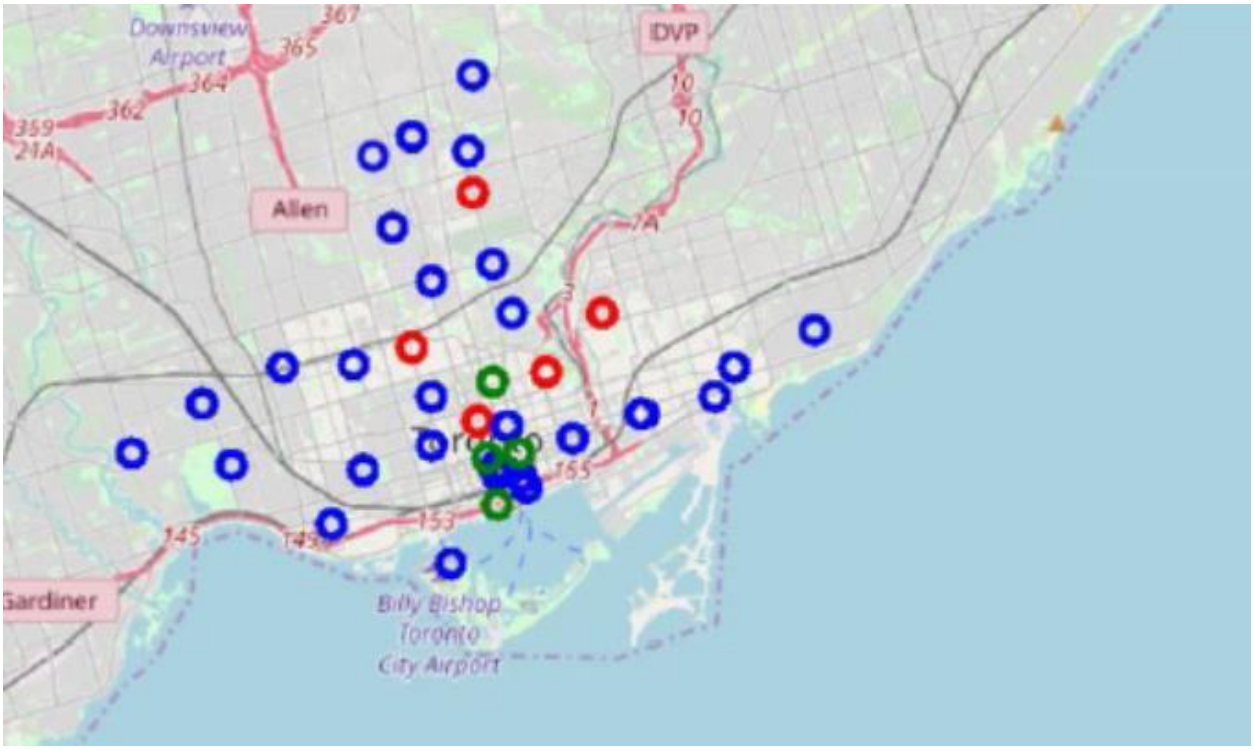
Data

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

Methodology

1) Scraped the list of neighborhoods from Wikipedia: https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M
2) Utilized pandas HTML table scraping method to pull data directly from a web page into the data frame
3) Got the coordinates to utilize Foursquare to pull the list of venues near these neighborhoods
4) Used Foursquare API to pull the list

Result



Cluster 0 (green) : Neighborhoods with the less number of Indian restaurants.

Cluster 1 (blue) : Neighborhoods with no Indian restaurants.

Cluster 2 (red) : Neighborhoods with a more number of Indian restaurants

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.