

Introduction/Business Problem

A client has contacted us looking for the best location to open a Japanese grocery store in Toronto. The grocery store would sell not only food, but also small products such as toys, skincare products, cosmetics, and cleaning supplies imported from Japan. As of 2010, Toronto has about 20,000 Japanese Canadians and there are more Japanese people residing in Toronto to study and work¹. Other than Japanese, a great number of people from different cultures have shown their interest in Japanese cultures and are willing to try Japanese foods and products.

This project intends to find the best place to start up a Japanese grocery store based on the location where most people would go if they want to explore Japanese culture (e.g. Japanese cultural centers, Japanese towns) and the location of existing Japanese stores.

The target audience of this project would be our client, other people who would like to open a Japanese grocery store, and people who would like to explore Japanese culture in Toronto. With this work, audiences could easily find the right place to visit if they want to explore Japanese culture.

Data Collection and Description

- To find out the types (i.e. restaurants and grocery stores) and locations (i.e. latitude and longitudes) of existing Japanese venues in Toronto, we explored these venues via FourSquare API (<https://foursquare.com/>).
- The existing Japanese venues were also split into boroughs and neighborhoods, based on their postal codes. Information were found from List of postal codes, borough and neighbourhood of Toronto, via https://en.wikipedia.org/w/index.php?title=List_of_postal_codes_of_Canada:_M&direction=prev&oldid=926287641

Reference

¹Ruprecht, Tony. *Toronto's Many Faces*. Dundurn, November 8, 2010. ISBN 1554888859, 9781554888856. p. 238