

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

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newboroughdf = newboroughdf.replace({'Borough': 'North York', 'Neighbourhood': 'Parkwoods'})
```

Out[19]:

	PostalCode	Borough	Neighbourhood
0	M3A	North York	Parkwoods
1	M4A	North York	Victoria Village
2	M5A	Downtown Toronto	Harbourfront, Regent Park
3	M6A	North York	Lawrence Heights, Lawrence Manor
4	M7A	Queen's Park	Queen's Park
5	M9A	Etobicoke	Islington Avenue
6	M1B	Scarborough	Rouge, Malvern
7	M3B	North York	Don Mills North
8	M4B	East York	Woodbine Gardens, Parkview Hill
9	M5B	Downtown Toronto	Rverson. Garden District

```
#reset index
new_df = dataframe_filtered.reset_index(drop=True)
new_df
```

: [13]:

	name	categories	address	lat	lng	postalCode
0	Ki Modern Japanese + Bar	Japanese Restaurant	181 Bay St	43.647223	-79.379374	M5J 2T3
1	Bikkuri Japanese	Sushi Restaurant	36 King St. E	43.649564	-79.376328	NaN
2	Gyubee Japanese Grill	Japanese Restaurant	157 Dundas St W	43.655363	-79.384955	M5B 1E4
3	Kyoto House Japanese Restaurant	Sushi Restaurant	143 Dundas St. West	43.655381	-79.385270	NaN
4	Gyu-Kaku Japanese BBQ	Japanese Restaurant	81 Church St	43.651422	-79.375047	M5C 2G2
5	Kenzo Japanese Noodle House	Ramen Restaurant	372 Bloor St. W.	43.666295	-79.406002	M5S 1
6	Akashiro Japanese Restaurant & Bar	Sushi Restaurant	220 Yonge St.	43.655965	-79.380541	NaN