

Business Problem

Restaurants are the most failed small business in North America. If someone wants to be successful at running a restaurant they must consider key factors like market, location, style of food, etc. If a restaurateur wanted to open a new restaurant in Toronto, where should they open it. What key factors should they consider?

Audience

The audience will be restaurateurs; people who are interested in opening a restaurant as an investment. They are looking for actionable advice that will help them net a profit. They are not necessarily a highly technical audience, so it will be important that the findings are explained to them in a way that it is easily interpretable. More specifically, this investor is looking to open a restaurant in Toronto so the advice should be specific to that demographic and not simply broad generalizations.

Data

I will be revisiting the Toronto neighborhood data scraped from Wikipedia using BeautifulSoup in the week three lesson about segmenting and clustering. I will also be utilizing FourSquare API to pull in additional data about the existing establishments in the city of Toronto. The data will be processed to tell us which neighborhoods have the most successful restaurants and will also examine which types of restaurants are popular.