

The Battle of Neighborhoods IBM Capstone Project.

The Best Neighborhood in Toronto to open a Greek Restaurant.

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Introduction:

Toronto is the capital city of the Canadian province of Ontario. With a recorded population of 2,731,571 in 2016, it is the most populous city in Canada and the fourth most populous city in North America.

Toronto is an international center of business, finance, arts, and culture, and is recognized as one of the most multicultural and cosmopolitan cities in the world.

The diverse population of Toronto reflects its current and historical role as an important destination for immigrants to Canada. More than 50 percent of residents belong to a visible minority population group, and over 200 distinct ethnic origins are represented among its inhabitants. While the majority of Torontonians speak English as their primary language, over 160 languages are spoken in the city.

Toronto is a prominent center for music, theatre, motion picture production, and television production, and is home to the headquarters of Canada's major national broadcast networks and media outlets. Its varied cultural institutions, which include numerous museums and galleries, festivals and public events, entertainment districts, national historic sites, and sports activities, attract over 43 million tourists each year.

Its economy is highly diversified with strengths in technology, design, financial services, life sciences, education, arts, fashion, aerospace, environmental innovation, food services, and tourism.

Business Problem:

The goal of this analysis is to use Foursquare location data and regional clustering of venue information to determine what is the optimal neighborhood in Toronto for an entrepreneur to open a Greek restaurant. As Greek is the 20th most commonly spoken language in the Toronto CMA, with 41,225 people (0.7% of the population) speaking Greek. In the City of Toronto per se, Greek is the 17th most common ethnic origin, being claimed by 57,425 people (2.1% of the population), as per 2016 Census. For this reason, there are numerous opportunities to open a new Greek restaurant there. Through this project we are trying to locate the most suitable neighborhood in Toronto, Canada for a Greek entrepreneur to open a new Greek restaurant.

Data Overview:

The data being used in this analysis had been provided from multiple sources. First of all, Toronto's neighborhoods have been extracted from [Wikipedia](#) by using a web scraper. Furthermore, we used Geocoder python library in order to obtain the Geographical location of the neighborhoods and finally, Foursquare API has been used for the purpose of analyzing venue data and especially Greek restaurants in Toronto, Canada. Venue data will help to consider which are the best neighborhoods for an entrepreneur to open a Greek restaurant.