Ömer Aysal Aytaç
Capstone Project Report

The Battle of Neighborhoods

Introduction: Business Problem

In a city, finding the optimal location for a restaurant is the key point of the business. This key point affects the revenue, the popularity and all of the parts of the business. To find the optimal location for a new restaurant, analyzing the data of the restaurants around that city is very important. Therefore, the main aim of that project is to solve this problem for a specific restaurant type, which is for a Mediterranean restaurant in Toronto. There are several conditions to detect the optimal location. We should consider the locations closer to the city center. In addition to that, we should be interested in the areas that have very less Mediterranean restaurants with a good score. These conditions can give us the optimal location where people love the Mediterranean restaurants.

Data

The data is provided in the link: "https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M". The data provides us boroughs with neighborhoods and postal codes. In addition to that dataset, I will use the Toronto data csv file that is provided previous assignment to get the latitudes and longitudes of the locations and geocoder library. We will use the Foursquare api with this dataset to obtain the restaurants around Toronto.

This data will be used to determine the optimal location for a Mediterranean restaurant in Toronto. For this purpose, we will be looking for an area that have very less Mediterrranean restaurant with high scores. Therefore, the data that will affect our recommendations are: number of restaurants around the neighborhood, number and distance of Mediterranean restaurans and the proportion of the distance of the location to the city center to the distance between city center to the border of the city.