Description of the problem and discussion of the background

A client wants to move to Toronto, Ontario, Canada. He has run a successful restaurant business before and he wants to open a new restaurant in the city. His problem is he does not know where the right location or neighbourhood to set up his business is. He has consulted me as a data scientist to find out, using data, where are the good locations in Toronto to open up a new restaurant, and what type of restaurant is popular in Toronto. His problem then can be restated as a business question: ‘Can we find out what are the good locations for restaurants in Toronto and what are the popular types of restaurants there using data?’ Solving this problem will help the client not only choose the right location for his restaurant but also choose what kind of restaurant to be set up in that area.