

WHAT RESTURANT TO OPEN IN THE DURHAM ONTARIO REGIONS

GREEK

SUSHI



**“Oshawa will have the
fastest growing
economy this year”**
Conference Board of Canada (2018)

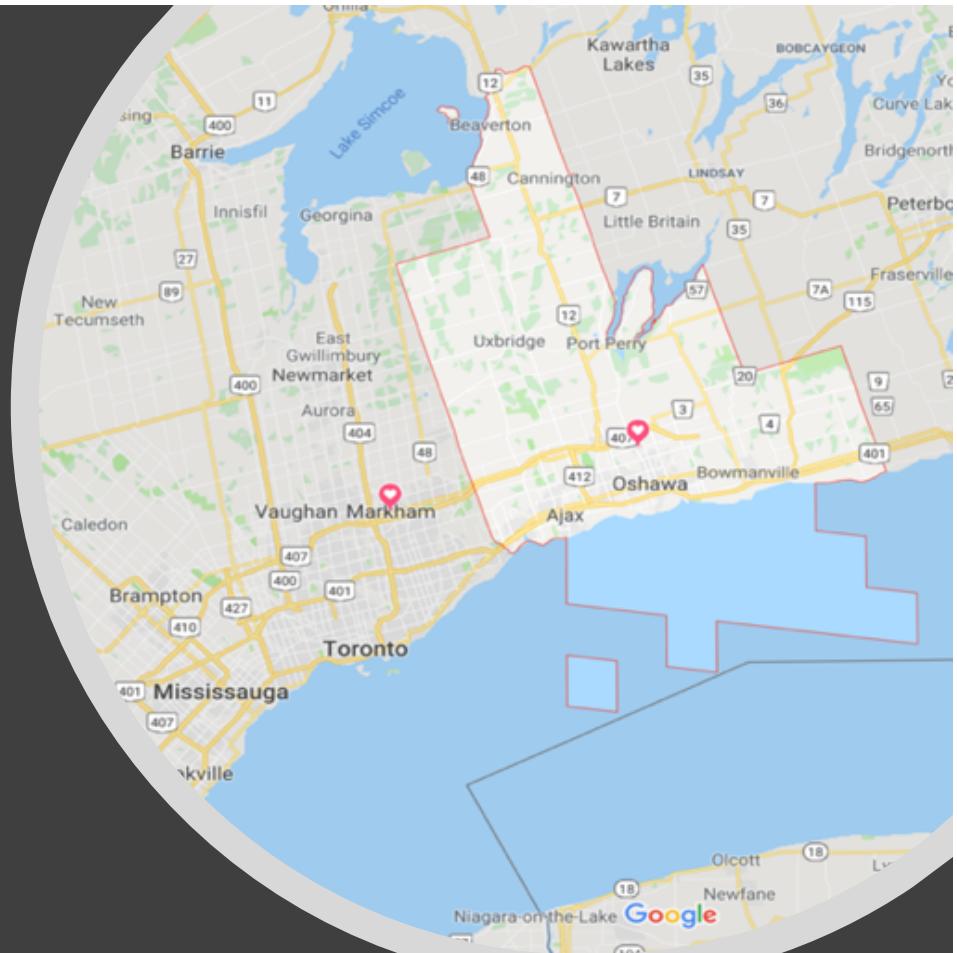
A venture capital firm asked us to evaluate the current Greek and Sushi restaurants in the Oshawa Durham regions for the viability to open new one (in either style) that could potentially become chain of restaurants.

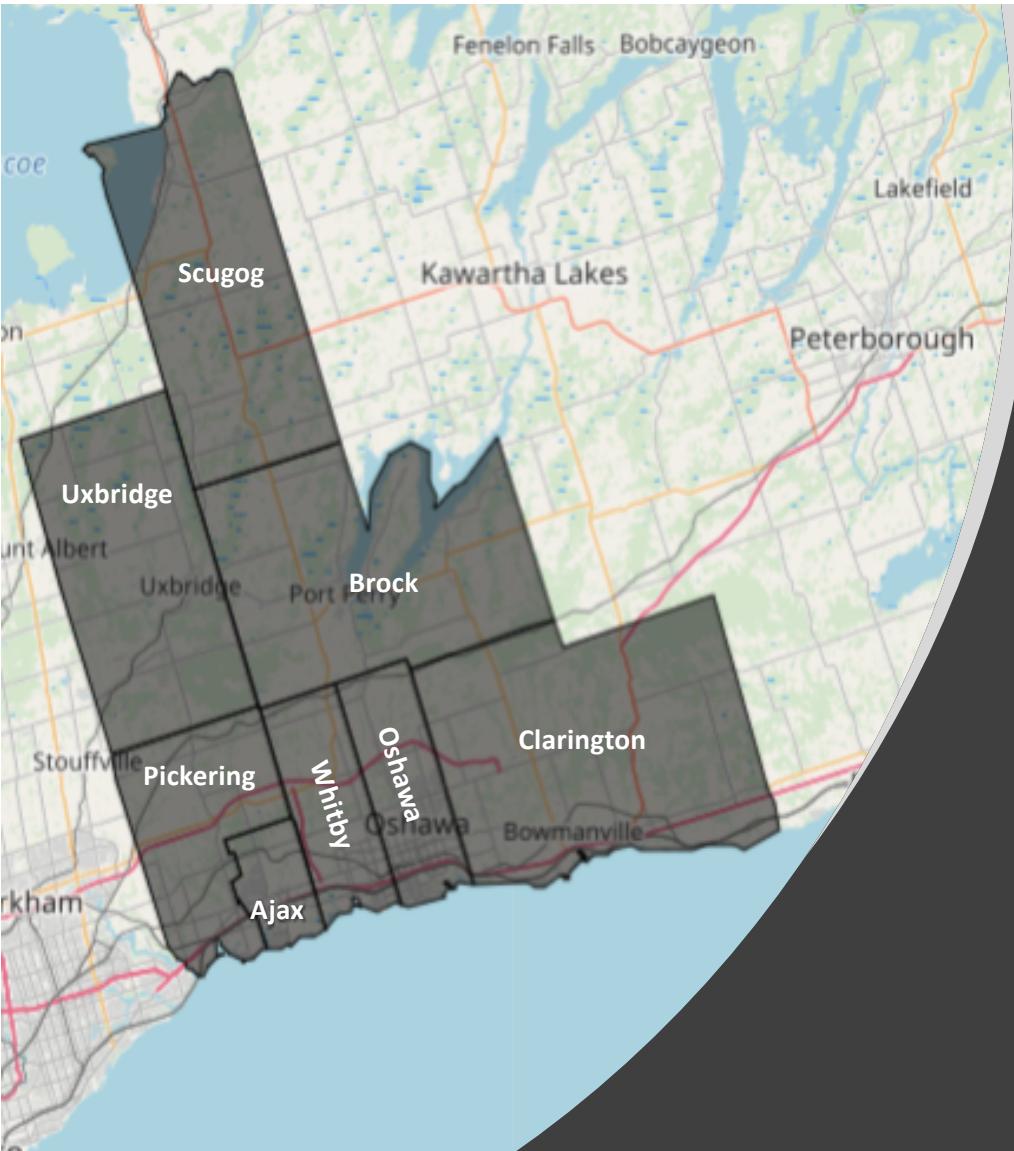
The Durham is vast (~2500km²)

The population and economic growth to Oshawa comes from a living population that draws beyond the traditional boundaries of the city of Oshawa.

Break it down into
8 sub-regions

	Neighborhoods	Latitude	Longitude
0	Scugog	44.154083	-78.864576
1	Uxbridge	44.113606	-79.219505
2	Ajax	43.836971	-79.020873
3	Pickering	43.826172	-79.104141
4	Whitby	43.855884	-78.934945
5	Oshawa	43.869820	-78.838396
6	Clarington	43.920869	-78.614387
7	Brock	44.452814	-79.162786



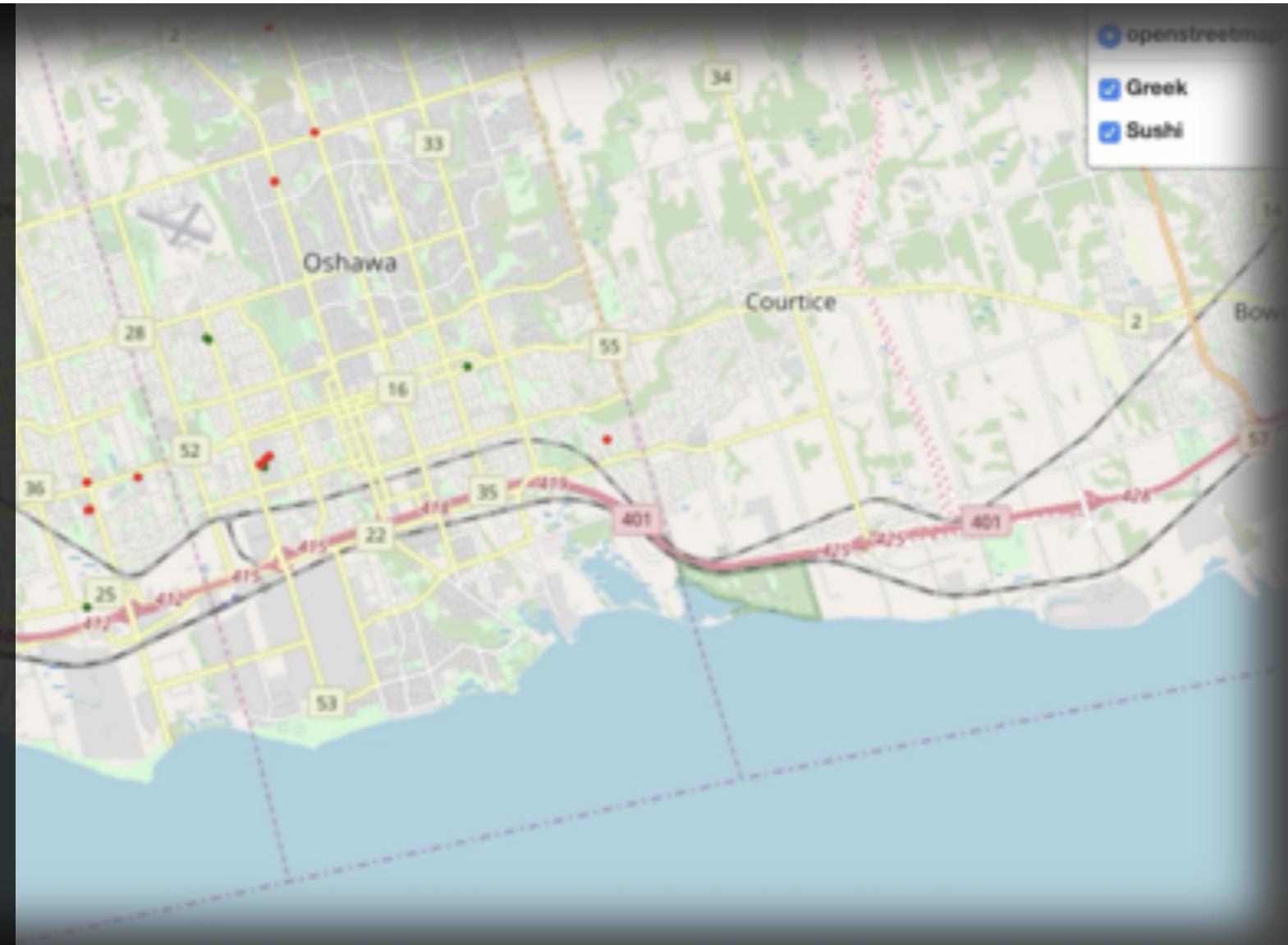


we created
“NEIGHBORHOODS”
for the
Durham
Region

We've generated an interactive map for the Durham so you can visually spot Sushi and Greek restaurants or clusters of them

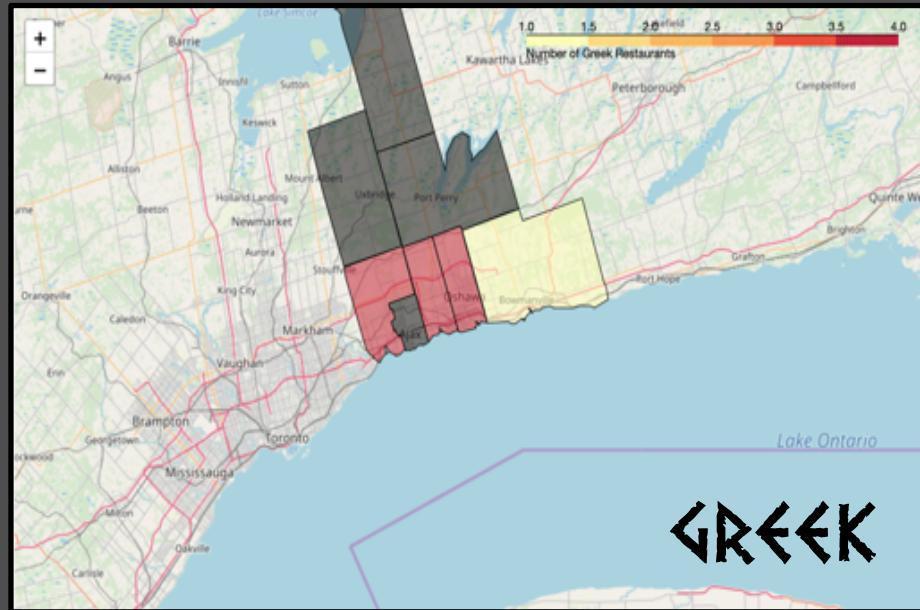
We found some super saturated Sushi areas.

Saturated areas might still be an opportunity if all their reviews are poor

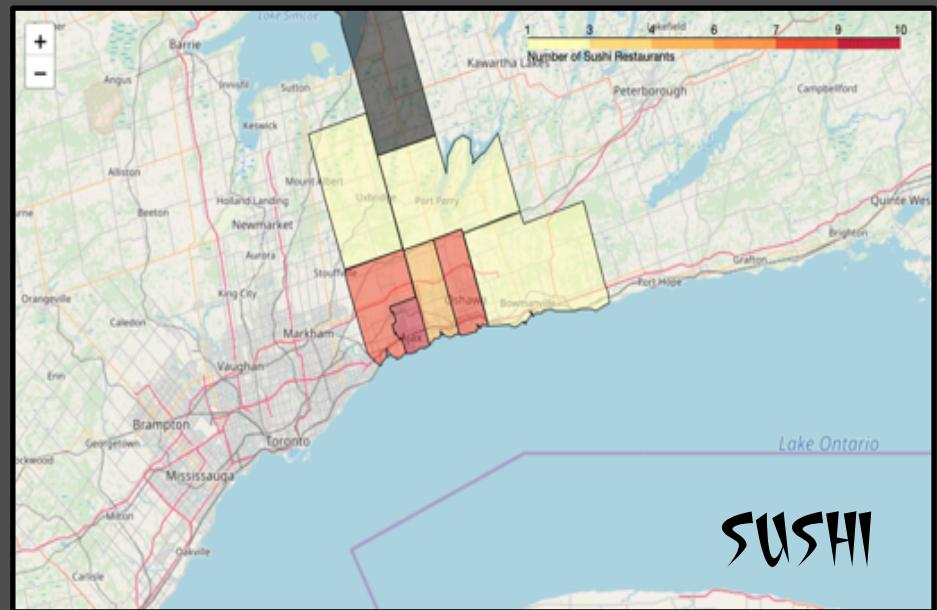


GREEK AND SUSHI RESTAURANT PENETRATION IN THE DURHAM REGION

Some regions have no restaurants at all ... note a specific 'hole' in the Ajax area for Greek restaurants



GREEK



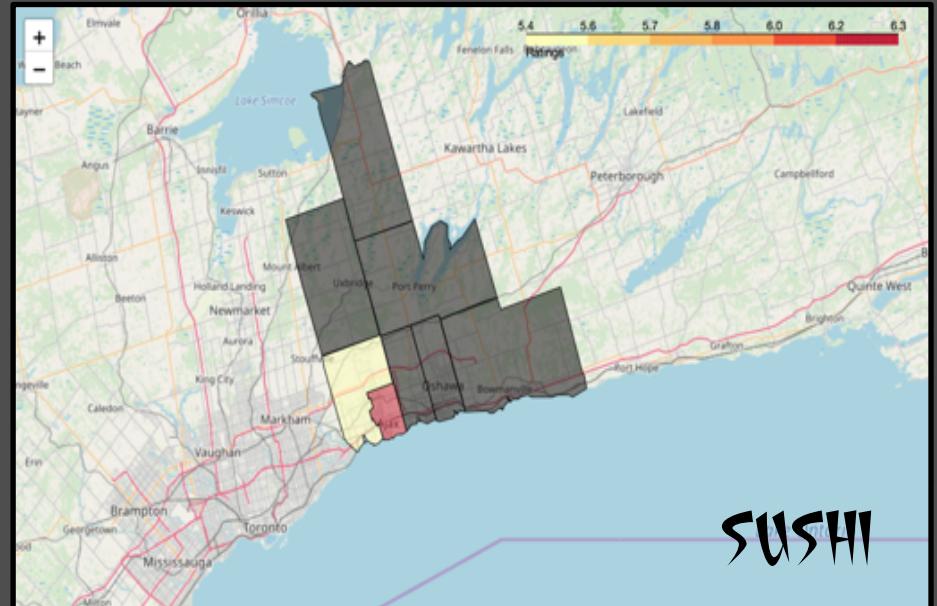
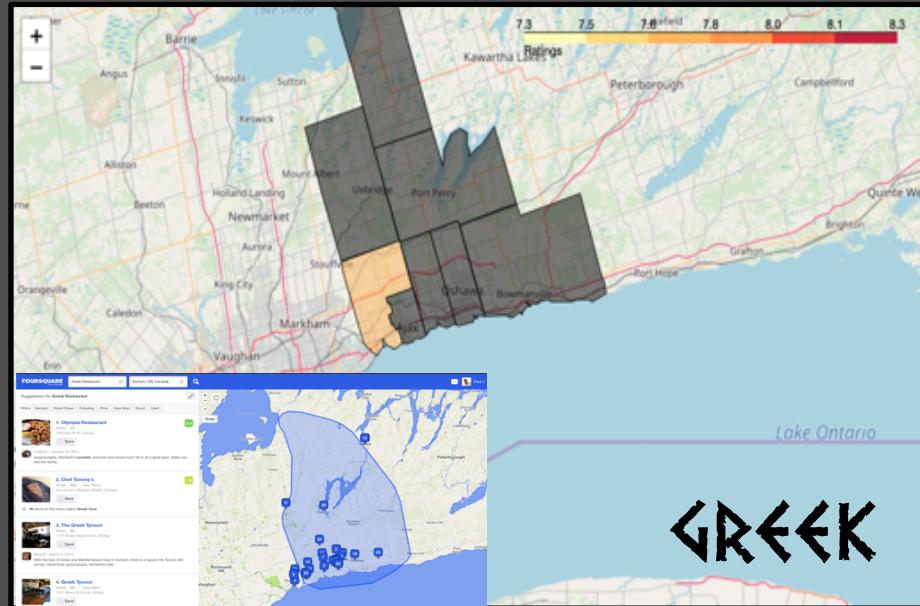
SUSHI

GREEK AND SUSHI RESTAURANT REVIEWS

The Foursquare API returns review results but they are not consistent.

We suspect this is because we are using the free version of the API.

A manual search on the Foursquare City View app suggests our hypothesis is correct.



TOP BUSINESS CATEGORIES REVIEWED

We likely need to buy a subscription to the Foursquare API to perform more analysis or augment the data with Yelp! reviews (or both). However, it's worth using the data that we have access to figure how much business activity is going on in the regions and what those main activities are from a review perspective.

Region Neighborhood	Top Business Categories by Review	
Whitby	American Restaurant Breakfast Spot Park Restaurant Arcade	3 of 5 are food establishments
Uxbridge	Coffee Shop Farm Fast Food Restaurant Golf Course Grocery Store*	2* of 5 are food establishments
Scugog	Food Truck Grocery Store Harbor / Marina Casino* Clothing Store	2* of 5 are food establishments
Pickering	Beach Fast Food Restaurant Indian Restaurant Mexican Restaurant Park	3 of 5 are food establishments
Oshawa	Burger Joint Coffee Shop Restaurant Sandwich Place Steakhouse	4 of 5 are food establishments
Clarington	Coffee Shop Pharmacy Fast Food Restaurant Sandwich Place Grocery Store*	3* of 5 are food establishments
Brock	Bank Beer Store Canal Lock Sandwich Place Supermarket*	3* of 5 are food establishments
Ajax	Park Coffee Shop Gym Afghan Restaurant Bookstore	1 of 5 are food establishments

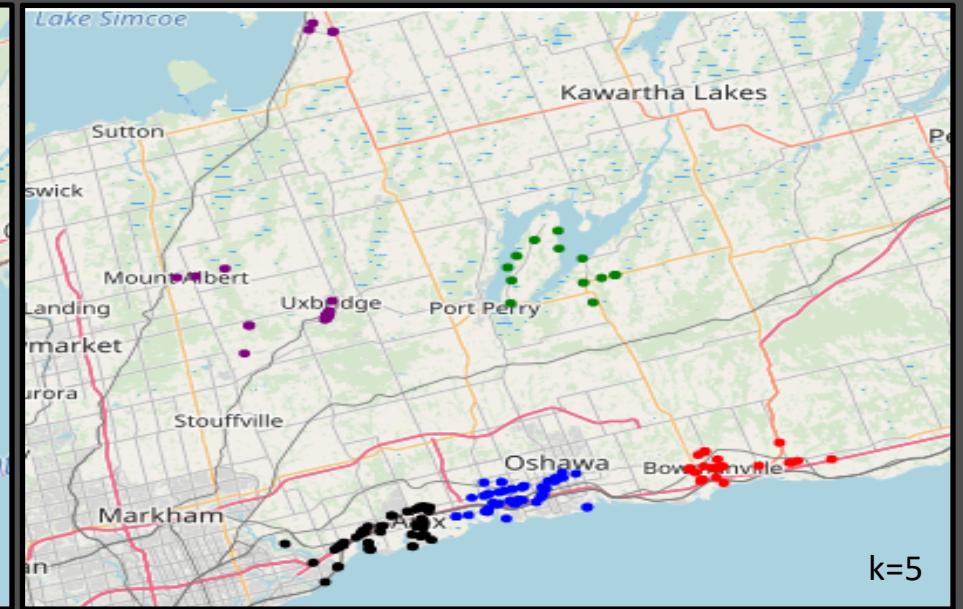
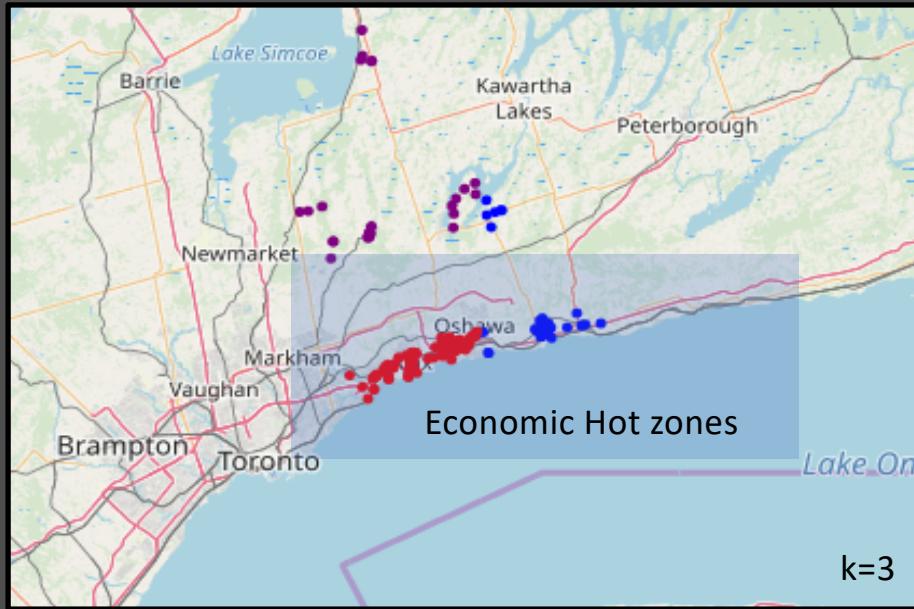
*Casinos by law must have food establishments, and many people go to Casinos for food.

*Supermarkets today (Farm Boy, Metro, +++) have full meals available that serve food from all genres including the ones we are investigating.

K-MEANS CLUSTERS OF BUSINESSES IN THE DURHAM REGION

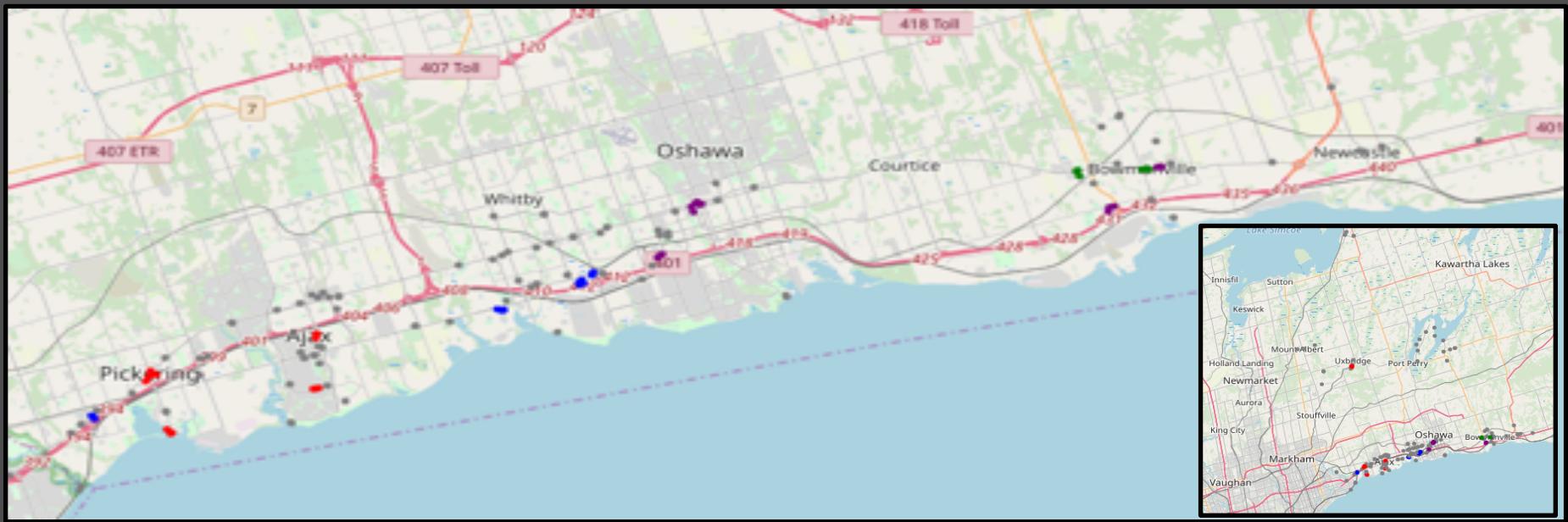
We looked at general business activity in the Durham area and created a cluster of 5 groups and 3 groups. This will help us see how 'busy' parts of the region are. We don't want a business where there is no traffic.

We settled on a cluster of 3 zones ($k=3$ in k-means) for final analysis .



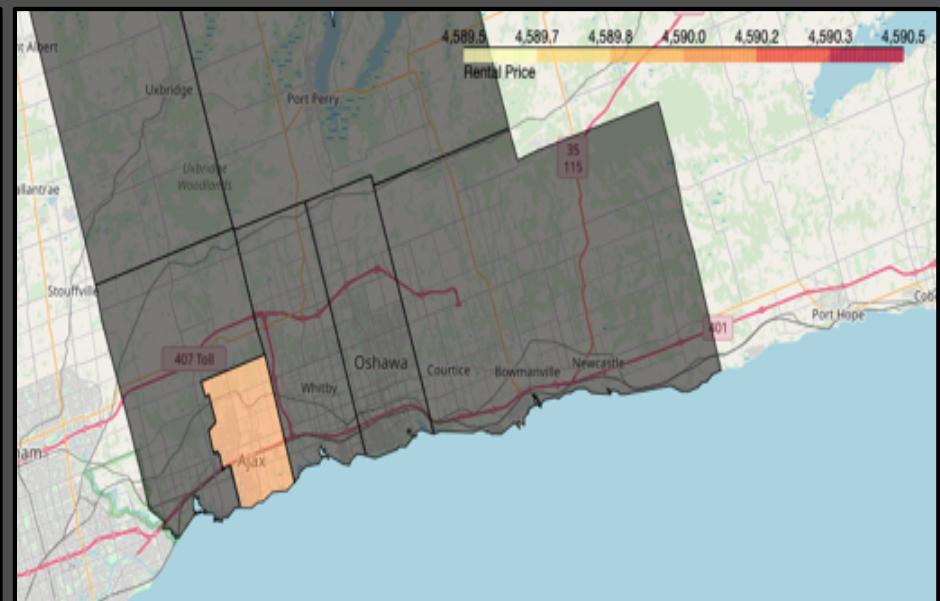
DBSCAN CONFIRMS WE SHOULD LOOK AT SOUTHERN DURHAM

We used DBSCAN to take a different approach to potential clustering by infusing business rules around what kind of intensity had to be present to make it significant. We found the southern of the Durham region had the most intensity, but around those intensity spots were 'draw' areas that we feel we could 'light' up.



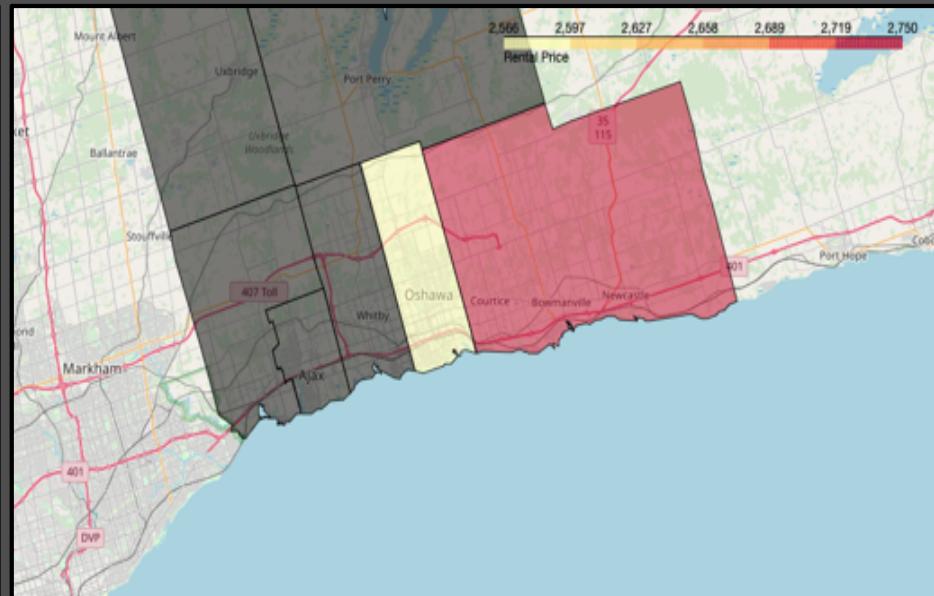
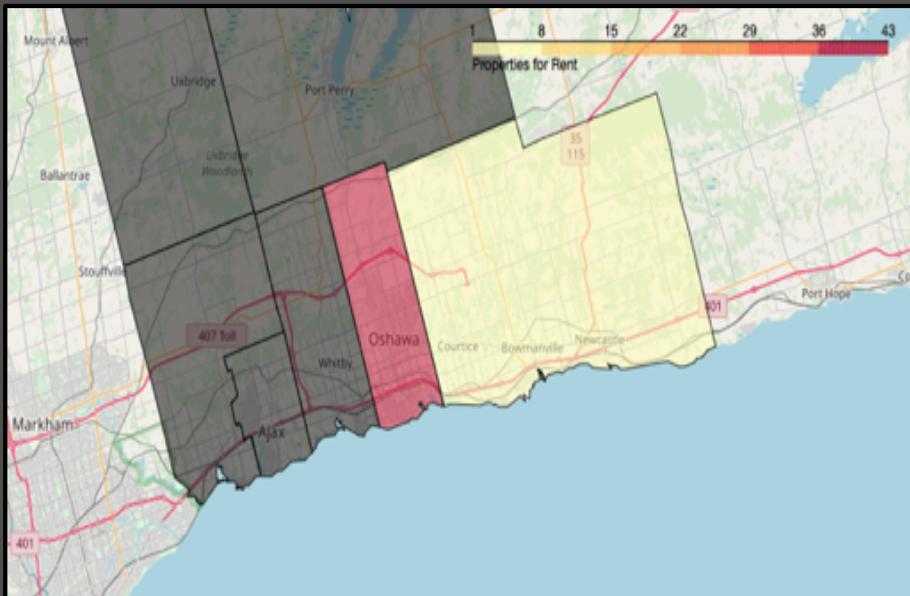
RENTAL PRICES AND ACTIVITY ARE NOT OUTRAGEOUS IN AJAX

As an example of potential more information to be added to our analysis, we looked at rental activity and the rental price index for the Ajax region. Nothing stood out as abnormal; people aren't 'fleeing' the area nor are the rents ridiculously high to its 'neighbors'.



RENTAL DYNAMICS IN OSHAWA RAISE CONCERNS

While Oshawa was our initial thought, we found that people are leaving that area at a higher rate ... and MORE SO ... rental to the East and West is more expensive. We would expect to see rent more expensive to the West (it's closer to GTA) but for rents to be more in Clarington (Oshawa's eastern neighbor) suggest people want to leave the area.



DYNAMIC PRICING OPPORTUNITY

401 WESTBOUND is a brutal stretch of highway as you enter the Greater Toronto Area – especially in the summer months as people head back to the city. The “Swiss Cheese” opportunity is right along the 401 and could represent a dynamic hyper personalized pricing scheme that offers discounts based on traffic patterns to entice people off. We can purchase the geo-positional data quite cheaply. In Oshawa, traffic doesn’t slow down quite as much.





RECOMMENDED

A large, weathered green street sign with white lettering that reads "AJAX". The sign has four rivets visible along its top edge. It is positioned in front of a blurred background of a restaurant interior.