

Data

I started off by gathering data on the demographics of the residents on Toronto. I investigated the data on the last complete census gathered by Statistics Canada in 2016. I sourced the data from Wikipedia which has tabulated and summarized all the relevant data and information that I required.

- First, I looked at the overall demographics for each cultural group of the residents in Toronto, to support the initial assumption of high concentration of East Indian & South Asian communities residing in Toronto.
- Next, I looked for data on the districts/ridings in Toronto where there were highest concentrations of East Indian community were located.
- Once the district/riding was identified, I conducted exploratory data analysis around the location selected using the Foursquare API.
- I examined all the restaurants around the location that served Indian cuisine, filtered, and cleaned out all irrelevant data. I then assessed the overall ratings and customer feedback information for each restaurant.
- The same data analysis with Foursquare API were then also carried out on the cinemas around the location selected. Data on the overall ratings and feedback information for all relevant cinemas were assessed as well.
- The coordinates of all points of interest (Indian restaurants and cinemas) were extracted and displayed on map for better visualization and understanding.

Once all the data was gathered, processed, cleaned, and visualized, all the potentials opportunities and risks were analysed, followed by a recommendation/conclusion on whether to proceed with the business plan specified in the problem statement.