

“Coursera IBM Data Science Specialization”

Capstone Final Project Report

“Business Opportunities for Greek Restaurants in Toronto, CA”

PART 1

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Intro

The City of Toronto, is one of the most populous city in Canada. It is multicultural. It provides lot of business opportunities and business friendly environment. It has attracted many different players into the market. It is a global hub of business and commerce. This also means that the market is highly competitive. As it is highly developed city so cost of doing business is also high. Thus, any new business venture or expansion needs to be analyzed carefully. The insights derived from analysis will give good understanding of the business environment which help in strategically targeting the market. This capstone project is focused on providing such an analysis for a Greek restaurant business in Toronto.

Business Problem

Toronto's food culture includes an array of international cuisines influenced by the city's immigrant history. Greek restaurants have become popular in Canada. Starting a Greek restaurant can be a great business opportunity, but you need to distinguish yourself from others to enjoy long-term success.

My client wants to open his business in Toronto area, so we define potential neighborhood based on the number of Greek restaurants which are operating right in each neighborhood. Toronto has full potential but also is a very challenging district to open a business because of high competition. New Greek restaurants should be open in an area that inadequate neighborhood in this way the bar can attract more customers. Therefore, this analysis necessary to ensure that we have enough customers and that we are not so close to other GR restaurants.

By using data science methods and machine learning methods such as clustering, this project aims to answer the business question: "In Toronto, if an entrepreneur wants to open a Greek restaurant, where should they consider opening it?"

Target Audience

Entrepreneurs who wants to find the optimal location in Toronto to open a Greek restaurant, in a way to minimize risk and maximize Return on Investment (ROI).

Data

To proceed with the analysis, below data was used:

- List of neighborhoods in Toronto, Canada.
 - https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada
- Latitude and Longitude of these neighborhoods.

- *Geocoder package or,*
 - http://cocl.us/Geospatial_data (*Existing csv file from IBM*)
- Venue data related to Greek restaurants.
 - *Using Foursquare API to get venue data related to these neighborhoods*