Coursera Capstone

IBM Applied Data Science Capstone

Opening a New Restaurant in Toronto, Canada

By:

Pranav viswanathan

Introduction:

Food is an important aspect in a person's life .Be it home cooked or from any other source. Apart from home cooked ,Restaurants play a great role in providing food in variety and in form of different cuisine's. For foodie, Restaurants play a great role and provides a way for different food and a great way to enjoy during weekends and during holidays. Restaurants are like a one-stop destination for Students and workers away from home. For large restauranteurs, the central location and large crowd provides a great distribution channel to provide business and market their Restaurants. Restauranteurs and Michelin star chefs take advantage of central location and this trend to build more restaurants to cater the demand. As a result there are many restaurants in and around the the city of Toronto and many more are being built. Opening restaurants allows restaurateurs to earn money and may provide a way for employment. Of course, as with any business decision, opening a new Restaurant requires serious consideration and is a lot more complicated than it seems. Particularly, the location of the restaurant is one of the most important decisions that will determine whether the mall will be a success or a failure.

Business Problem :

The objective of this capstone project is to analyse and select the best locations in the city of Toronto,Canada to open a new shopping mall. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In the city of Toronto, Canada, if a property developer is looking to open a new restaurant, where would you recommend that they open it?

Target Audience of this project:

This project is particularly useful to Restaurateurs and Chef's looking to open or invest in new Restaurant in Toronto. Toronto is a unique city with regions and provinces fused with many different culinary traditions. The survival rate of new restaurant depends upon the stories behind the food ,not just the high-quality ingredients. A statistics show that ,a Canadian dosent mind spending money on restaurant which was saved in gas pump.