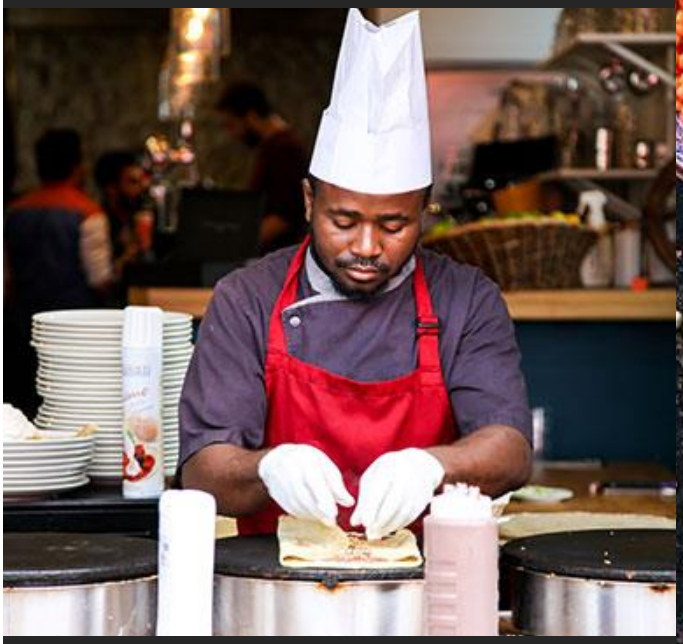
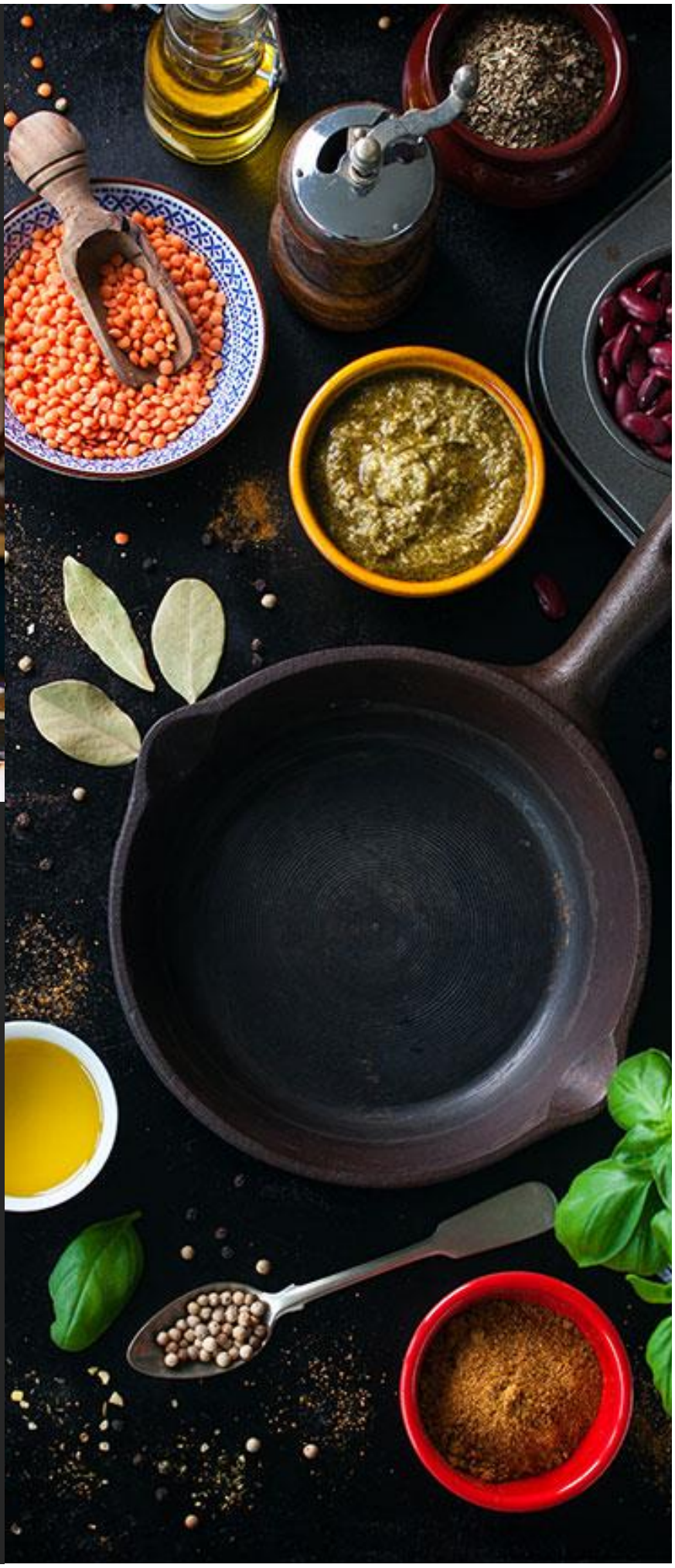
AYAM GORENG Pemuda INDONESIAN RESTAURANT

IMG Source: http://www.ayamgorengpemuda.com/





OPENING A NEW INDONESIAN RESTAURANT IN TORONTO, CANADA

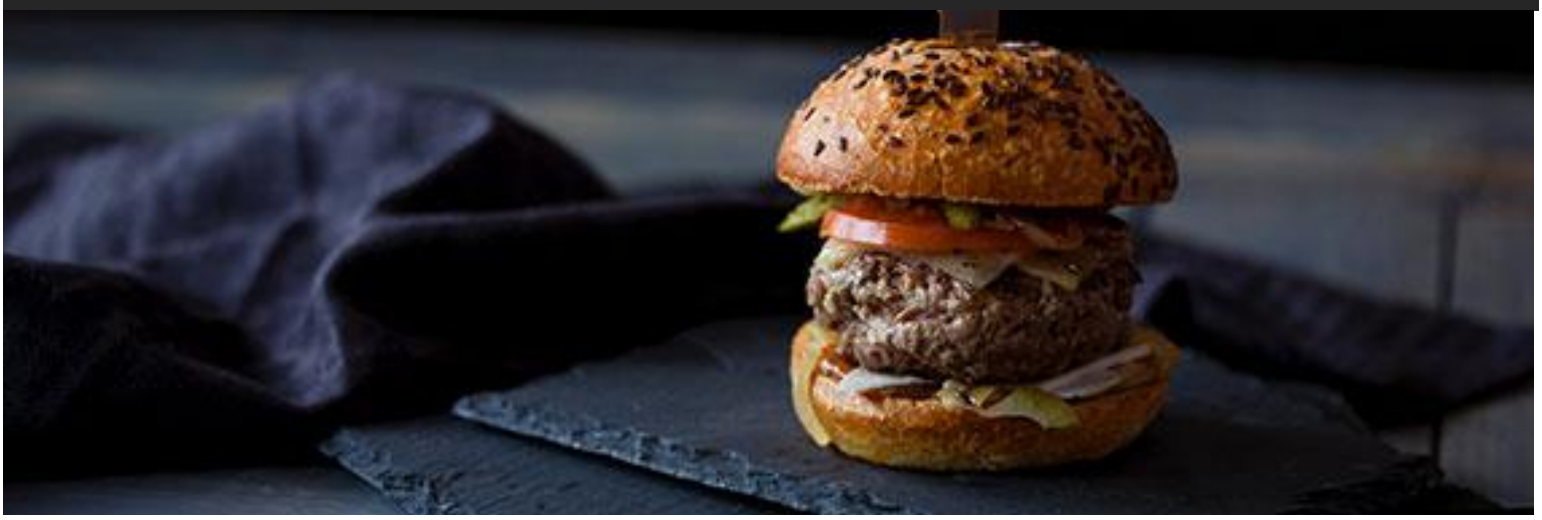
INTRODUCTION

According to www.yelp.ca, there are more than 15,000 restaurants in Toronto and about 3 million people (2017). That’s why opening a new restaurant there can be an extremely challenging task. According to several surveys, up to 40% of such start-ups fail in the very first year.

Let's suppose, an investor has enough time and money, as well as a passion to open the best eating spot in Toronto. What would be the best place for it? Is there a better way to answer these questions rather than guessing?

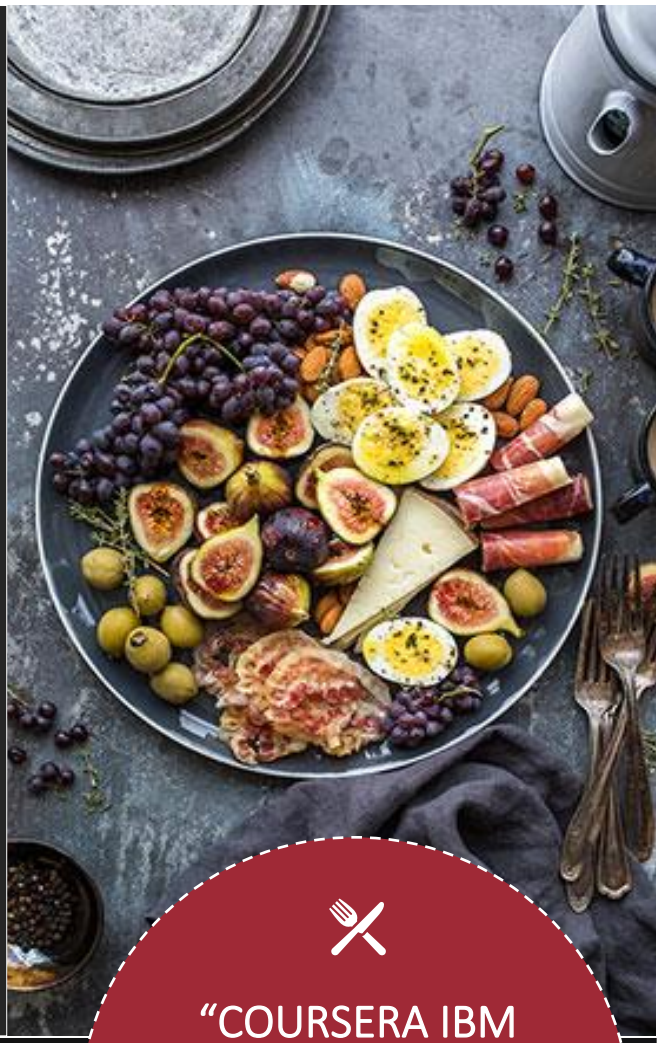
What if there is a way to cluster city neighborhoods, based on their near-by restaurant similarity? What if we can visualize these clusters on a map? What if we might find where Asian Restaurant is the most and least popular? Equipped with that knowledge, we might be able to make a smart choice from that data.

Let us allow machine learning to get the job done. Using reliable venue data, it can investigate the city neighborhoods, and show us unseen dependencies. Dependencies that we are not aware of.



BUSINESS PROBLEM

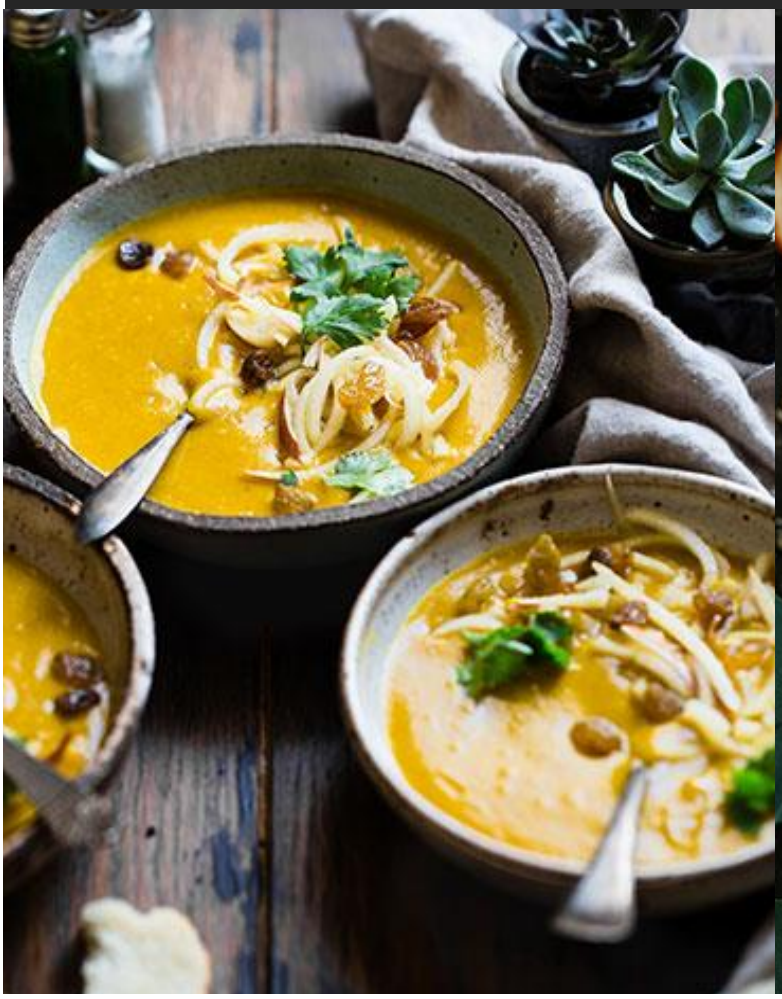
The objective of this capstone project is to find the most suitable Location for Entrepreneur to open a new Indonesian Restaurant in Toronto, Canada. By using Data Science and Machine Learning methods such as Clustering. This project aims to provide solutions to answer the business question: In Toronto, if an investor, entrepreneur, or chefs wants to open an Indonesian Restaurant, where should they consider opening it?



"COURSERA IBM DATA SCIENCE CAPSTONE PROJECT"

TARGET AUDIENCE

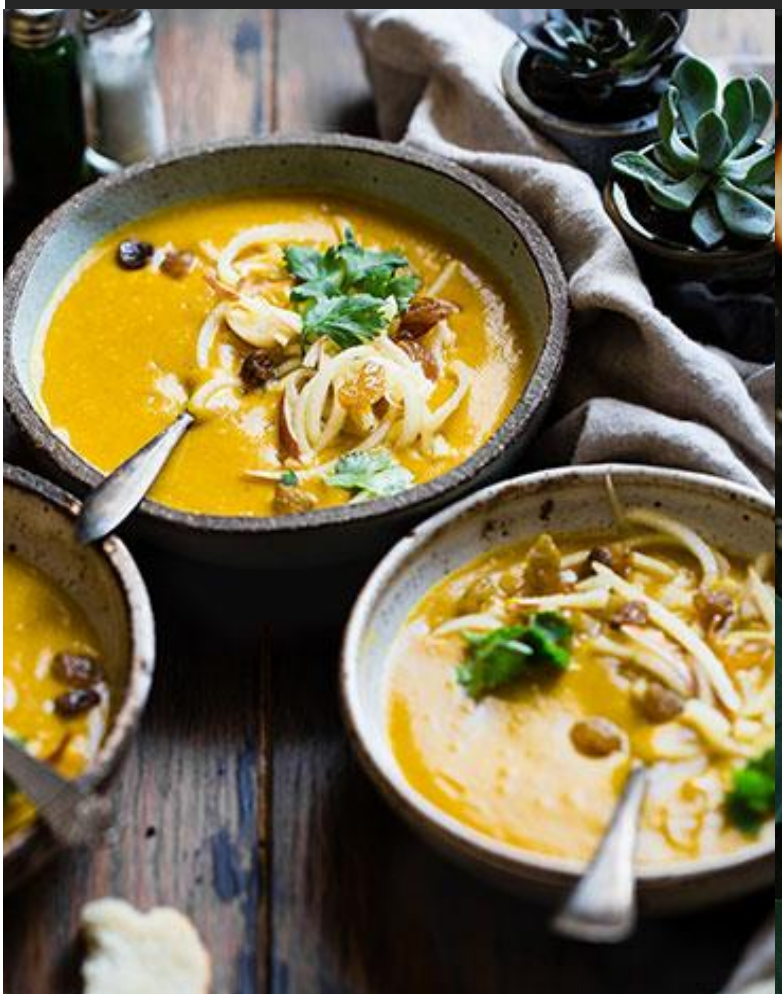
Investors, Entrepreneurs, or Chefs who interested to open a new restaurant and may need a piece of objective advice regarding the right location would be most successful to Open Indonesian Restaurant in Toronto, Canada.



DATA

To solve that problem, we will need data below:

- List of Neighborhoods in Toronto, Canada.
- Latitude and Longitude of these Neighborhoods.
- Venue data related to Asian restaurants. This will help us to find the Neighborhoods that are most suitable to open an Indonesian Restaurant.



EXTRACTING THE DATA

- Scrapping of Toronto neighborhoods via Wikipedia (https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
- Getting Latitude and Longitude data of these neighborhoods via Geocoder package (http://cocl.us/Geospatial_data)
- Using Foursquare API to get venue data related to these neighborhoods (https://developer.foursquare.com/docs)