

Choosing the location of opening Indian restaurants in Toronto, Canada

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1. Introduction

1.1 Background

An Indian restaurant chain is looking to start and expand their operations in Canada. They want to understand what their starting point and expansion strategy should be. Since location is one of the most important factors for opening a restaurant, they want to use a data based approach to decide on the precise location

1.2 Problem

The project aims to identify the top neighborhoods where the chain could potentially start and expand their operations in Canada

1.3 Interest

The recommendations will be directly useful for the clients. The report can also act as a reference for any other Indian restaurant business chain looking to start and expand in Canada

2. Data acquisition and cleaning

2.1 Data sources

- The identification of the city to start with in Canada is based on secondary research and macro-economic factors. Since Toronto is the most populated city of Canada, and one of the more important business centers in Canada, we would finalize the city to start with as Toronto based on secondary research on the internet. The objective now is to find a suitable location/area in Toronto to open the 1st restaurant and also look for potential expansion locations
- The neighborhoods location and profile data was based on secondary research:
- **Neighborhoods:** <https://open.toronto.ca/dataset/neighbourhoods/>. This file is the GeoJson file for plotting on the map. It has the latitudes and longitudes of 140 neighborhoods in Toronto
- **Toronto Neighborhood Profiles:** <https://open.toronto.ca/dataset/neighbourhood-profiles/> This data has the demographic and socio-economic profile of the people living in 140 neighborhoods in Toronto e.g.
 - Total Population, South Asian population, Income

- **Foursquare location data** – This will be used to find relevant venues in the 140 neighborhoods. This will help us decide which location suits best for opening Indian restaurant(s). This was fetched from Foursquare API

2.2. Feature selection

Variables such as total population, south Asian population, high income after tax and more young people were considered for the shortlisting of top 20 neighborhoods in Toronto after normalizing the variables. A score is calculated for each neighborhood, to identify top 20 neighborhoods.

Neighborhoods with a low per capita of restaurants or low restaurant penetration were considered to be high potential neighborhoods

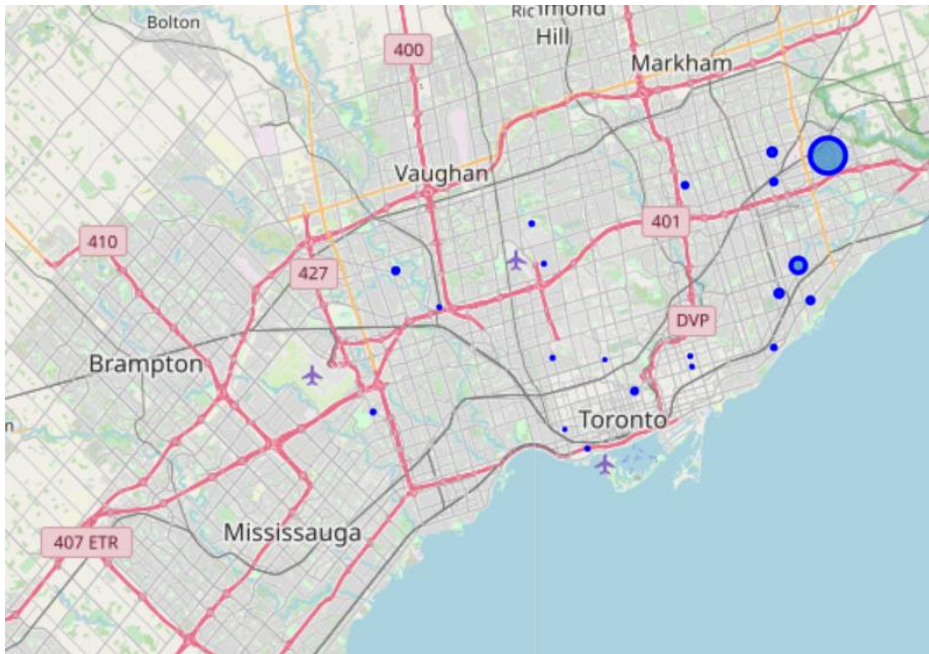
3. Conclusion

If we consider venues within **500 m** radius, we find the top 3 locations as:

1. Malvern
2. Kennedy Park and
3. Eglinton East

If we consider venues within **1,000 m** radius, we find the top 3 locations as:

1. Malvern
2. Eglinton East
3. Agincourt North



4. Future direction

We could explore further scenarios of increasing the radius to 2 Km and see which neighborhoods come to be the priority