

# **Exploring Neighborhoods of Toronto to Open an Indian Restaurant**

## **1. Introduction:**

### **1.1 - Background**

As a part of the Applied Data Science Capstone Project, we have to work on data science toolsets on a real-life problem on real world datasets to get an experience of what data scientists do. Objectives of this assignment is to source data available in the internet and use Foursquare Location Data to compare different neighborhoods of Toronto and figure out which neighborhood is the most suitable for starting a new restaurant business. In this project, we'll progress in a step by step manner from problem description, data preparation to final analysis and finally will provide a recommendation that can be leveraged by the stakeholders to make business decisions.

### **1.2 - Business Problem**

Toronto is the capital city of the Canadian province of Ontario. With a recorded population of 2,731,571 in 2016, it is the most populous city in Canada and the fourth most populous city in North America. Diversity of the city is reflected in the ethnic neighborhoods such as Chinatown, Corso Italia, Greektown, Kensington Market, Koreatown, Little India, Little Italy, Little Jamaica, Little Portugal & Roncesvalles. Toronto is one of the most immigrant friendly cities in North America. With more than half of the entire Indian Canadian population residing here, Toronto is one of the best cities to start an Indian Restaurant Business.

In this project we will go through a step by step process to take an informed decision on whether it's a good idea to open an Indian Restaurant in Toronto. We will analyze all the neighborhoods in Toronto to identify the most profitable area for the restaurant to operate. Since we already know that Toronto shelters a huge number of Indians than any other city in Canada, it will be a good idea to start an Indian Restaurant here, however we need to establish whether it is a profitable idea or not. If so, in which locality we can open it to maximize returns to the investors.

### **1.3 - Target Audience**

- Investors who want to invest in Indian Restaurant Business in the city of Toronto, Canada. This analysis will provide the investors with a list of suitable localities for consideration to start a restaurant targeting the Indian food lovers.
- Food lovers can use this analysis to find neighborhoods with availability of Indian Food.
- Data Scientists who wish to analyze the neighborhoods of Toronto using Exploratory Data Analysis and other Statistical & Machine Learning techniques can use this analysis as a guidance on how to proceed with similar projects.