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Italian Restaurants Analysis

Opening italian restaurants in best
possible neighbourhood of
Toronto,CA

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Coursera Capstone

Battle of neighborhoods

Introduction

Toronto is one of the most densely populated area in Canada. Being the land of Opportunity, it brings in a variety of people from different ethnic backgrounds to the core city of Canada, Toronto. Being the largest city in Canada with an estimated population of over 6 million, there is no doubt about the diversity of the population. Downtown Toronto being the hub of interactions between ethnicities, brings many opportunities for entrepreneurs to start or grow their business. It is a place where people can try the best of each culture, either while they work or just passing through.

Toronto is well known for its great food. The objective of this project is to use Foursquare location data and regional clustering of venue information to determine what might be the best neighborhoods in Toronto to open a Italian restaurant. Pizza and Pasta are one of the most bought dishes in Toronto originating from Italy. Toronto being the fourth largest home to Italians with a population over 500k, there are huge opportunities and favorable target audience to open a new Italian restaurant. Through this project we will find the most suitable location for an entrepreneur to open a new Italian restaurant in Toronto, Canada. It will also people who want to shift to other neighborhoods and prefer Italian food as their daily prioritized needs

Target Audience:

- Entrepreneurs who want to open an Italian Restaurant in Toronto.
- People who want to shift to other neighborhoods of Toronto, it will help them select a preferable neighborhood whose preferences include enjoying Italian cuisines.

Data Overview

The data required to carry out the analysis will be a combination of CSV file containing data information collected from multiple sources. They are mentioned as follows:-

- The list of postal codes with their respective borough and neighborhoods were collected from Wikipedia
- The corresponding geographical location were obtained from geocoder package and the given link(https://cocl.us/Geospatial_data).
- At last, The venues present in each neighborhood which consisted of Italian restaurants and pizza places were fetched from Foursquare API. Their geographical locations were also included in it.