1. Introduction

This project uses Toronto Major Crime Indicators (MCI) data to identify neighborhoods in Toronto that may be good locations to build new restaurants.

Business Problem

Demand for new restaurants with more menu options is growing in Toronto. Healthy restaurants are emerging to attempt to meet the demand for meatless cuisine, vegetarian or vegan tasting menus.[1]

Selecting new venue locations is always a challenge for restaurants owners and investors. Few factors such as health-conscious and safe neighborhoods need to be carefully considered before making the final decision of new venue locations.

This project explores data insights specifically to identify restaurant locations in safe neighborhoods in Toronto that may be under-served by current venues. Detail data analysis is performed to explain the factors that lead to such data insights on selecting of new restaurant locations.