

1. Introduction

1.1 Background

This week, I am assuming a case for a concept Burmese restaurateur who wants to explore opening an authentic Burmese restaurant in the Toronto area. The basic assumption is that there may not be enough Burmese restaurants in Toronto and it might present a great opportunity for this Canada based entrepreneur. As Burmese food is very similar to other Asian cuisines, this entrepreneur is thinking of opening this restaurant in locations where Asian food is popular (aka many Asian restaurants in the neighbourhood). With the purpose in mind, finding the location to open such a restaurant is one of the most important decisions for this entrepreneur and I am designing this project to help him find the most suitable location.

1.2 Business Problem

The aim of this project is to find the most suitable location for the entrepreneur to open a new Burmese restaurant in Toronto, Canada. By using data science methods and machine learning methods such as clustering, this project aims to provide solutions to answer the business question: In Toronto, if an entrepreneur wants to open a Burmese restaurant, where should they consider opening it?

1.3 Target Audience

The entrepreneur who wants to find the location to open authentic Burmese restaurant

2. Data

To solve this problem, I will need below data :

- List of neighborhoods in Toronto, Canada.
- Latitude and Longitude of these neighborhoods.
- Venue data related to Asian restaurants. This will help us find the neighborhoods that are most suitable to open a Burmese restaurant.

3. Extracting Data

- Scraping of Toronto neighborhoods via Wikipedia
- Getting Latitude and Longitude data of these neighborhoods via Geocoder package
- Using Foursquare API to get venue data related to these neighborhoods