

## **Business Problem**

Last year I was in Toronto and I was very surprised to see a lot of Russian speaking people. Later, a friend told me that after the fall of the USSR in Canada there was a huge wave of Russian emigrants from the former Soviet republics and now Toronto has an important Russian diaspora. These people remember their origins, they listen to Russian radio, look Russian TV and adore Russian food.

In consequence, I asked myself about the existence of Russian restaurants and if it's possible to open a new one. In this case, in which part of Toronto it would have better chances to have more clients?

It's a very interesting problem, as we should find an equilibrium in terms of location in order not to be close to other similar restaurants, being at the same time near the places where Russian diaspora lives and works. I'll solve this problem, using this case also as a Capstone project for the current specialization

To achieve this goal, I will use the Data Science tools, learned during the courses of the IBM Data Specialization Program. Also I'll use the Foursquare data, in order to find details about the characteristics of the analyzed places.