Problem Statement:

Prospects of opening an Indian Restaurant in Toronto, Canada. Toronto, the capital of the province of Ontario, is the most populous Canadian city. It is one of the most immigrant-friendly cities in Canada with diverse and friendly inhabitant. In this project we will go through step by step process to make a decision whether it is a good idea to open an Indian restaurant. We analyze the neighborhoods in Toronto to identify the most profitable area since the success of the restaurant depends on the people and ambience. Since we already know that Toronto shelter a greater number of Indians than any other city in Canada, it is a good idea to start the restaurant here, but we just need to make sure whether it is a profitable idea or not. If so, where we can place it, so it yields more profit to the owner.

Target Audience

Business personnel who wants to invest or open an Indian restaurant in Toronto. This analysis will be a comprehensive guide to start or expand restaurants targeting the Indian crowd.

Data acquisition and cleaning:

2.1 Data Sources

I'm using "List of Postal code of Canada: M" (https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M) wiki page to get all the information about the neighbourhoods present in Toronto. This page has the postal code, borough & the name of all the neighbourhoods present in Toronto. Then I'm using "https://cocl.us/Geospatial_data" csv file to get all the geographical coordinates of the neighbourhoods. To get information about the distribution of population by their ethnicity I'm using "Demographics of Toronto.(https://en.m.wikipedia.org/wiki/Demographics_of_Toronto#Ethnic_diversity) wiki page. Using this page I'm going to identify the neighbourhoods which are densely populated with Indians as it might be helpful in identifying the suitable neighbourhood to open a new Indian restaurant.

To get location and other information about various venues in Toronto I'm using Foursquare's explore API. Using the Foursquare's explore API (which gives venues recommendations), I'm fetching details about the venues up present in Toronto and collected their names, categories and locations (latitude and longitude). From Foursquare API (https://developer.foursquare.com/docs), I retrieved the following for each venue:

- Name: The name of the venue.
- Category: The category type as defined by the API.
- Latitude: The latitude value of the venue.
- Longitude: The longitude value of the venue.