

SPOT SELECTION

- While selecting a place for opening a restaurant, we need to have few statistics in hand about the place. So that we don't invest blindly.
- In this particular presentation, we will compare Toronto & New York for their business opportunity.
- Opening a new restaurant will depend on the food diversity of the place.

CHALLENGES

- From the dataset, we need to find out the geographical diversity of the place.
- We need to figure out the food diversity.
- We need to find out the popular cuisine as well

DATA ACQUISITION

- Dataset for Toronto has been taken from Wikipedia,
- 'https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M'
- Dataset for NewYork has been taken as json file.
- Latitude & Longitude coordinates are important for analysis
- The dataset from NewYork has 306 rows & 5 Boroughs
- The Toronto dataset has 103 rows & 12 boroughs

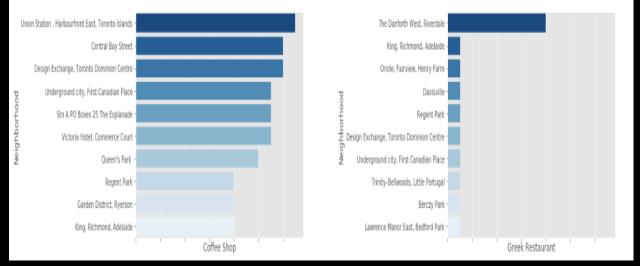
DATA VISUALIZATION

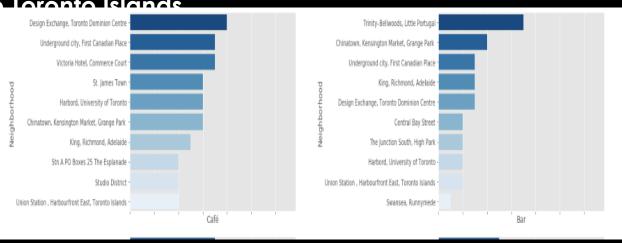
Toronto

. Coffee shop is a majority in one place like Toronto Islands

. Greek Restaurant is majorly found at The [

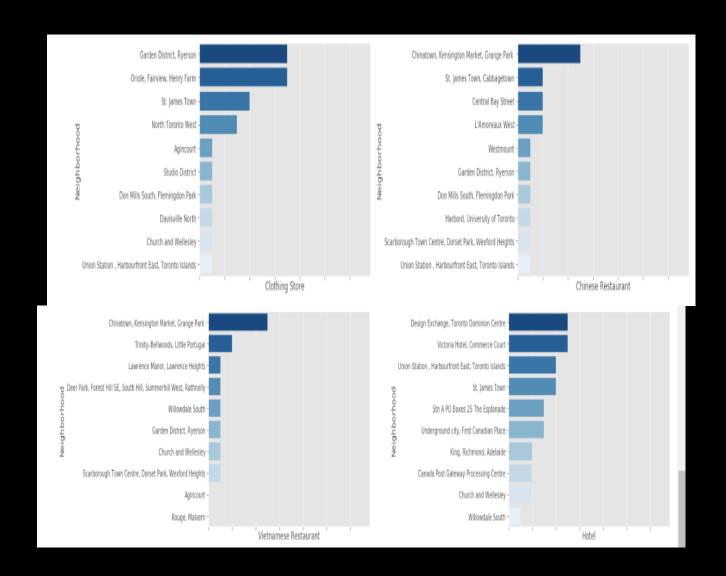
. Café is a high ready-to-go place at Desig Toronto





DATA VISUALIZATION

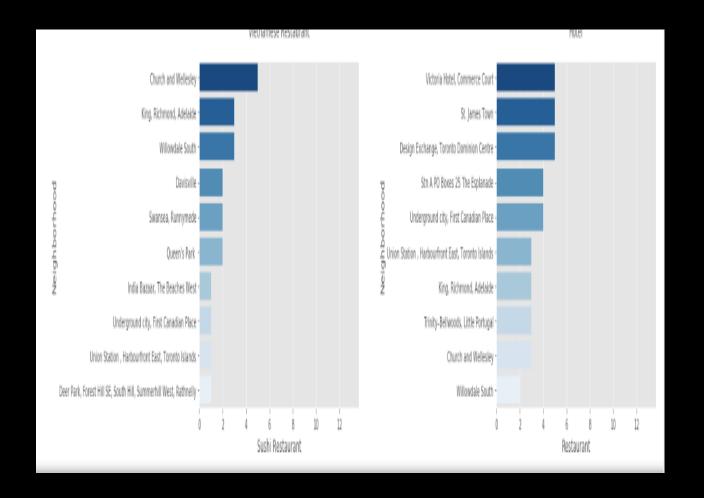
- . Toronto
- . Japanese Restaurant, Hotel & Restaurant statistics can be found in this slide.
- . It may happen that a particular city can have multiple restaurant in majority.



DATA VISUALIZATION

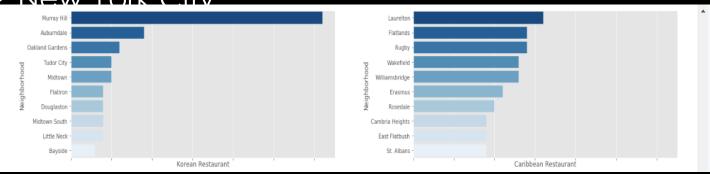
.Toronto

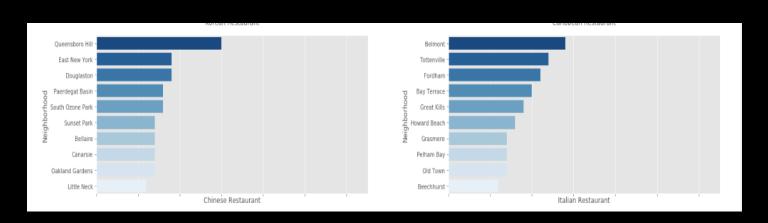
Restaurants are diversely spread across the city based on inhabitants & immigrants.



DATA VISUALIZATION

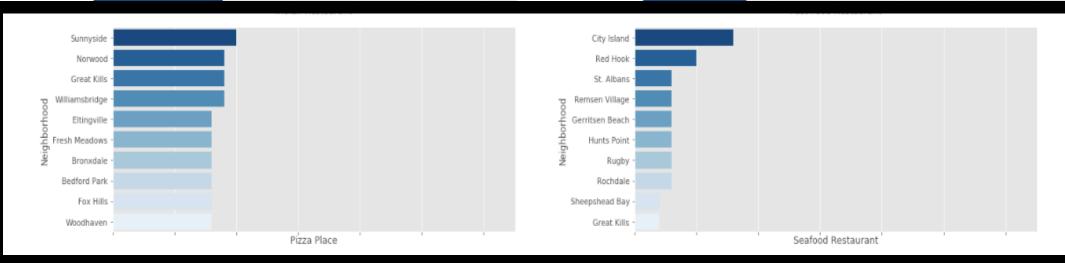






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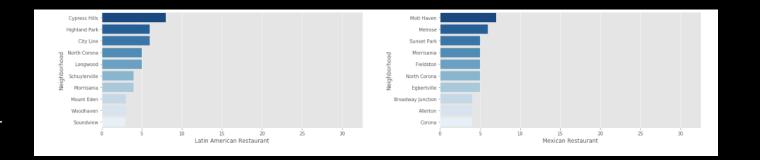




DATA VISUALIZATION

New York City also has a diverse cuisine developed across the city.

Its difficult to analyse the most ready-togo cuisine of NewYork city from the visualization.



CLUSTERING

- Toronto
 - Segmentation done with k=7.
 - > All the clusters are not having a restaurant
 - > Toronto boroughs are basically classified on Coffee Shops & café.
- New York
 - Segmentation done with k = 8.
 - > All the clusters have good amount of large scale restaurants.
 - > Pizza Place is a ready-to-go place for most of New York .

CONCLUSION

On application of cluster algorithm, a very inquisitive result can be curated which helps ir & visualization on the data.

Pizza Place is always a ready-to-go restaurant in New York. Other than that, there are An & Chinese restaurant found in the diversity. Whereas, Toronto is not in big restaurants.

DECISION

The company , who wants to open a new restaurant, need to play strategically, to earn a good business. New York is more dependable to open a new food chain as diversity is much more available there. Whereas, it may happen that Toronto will go good in big fat restaurants , as there is no competitor in the marke