

The Battle of Neighbourhoods

— Exploring Toronto neighbourhoods for starting a new restaurant business

Introduction

Toronto is the capital city of the Canadian province of Ontario. With a recorded population of 2,731,571, it is the most populous city in Canada and the fourth most populous city in North America. Toronto is an international centre of business, finance, arts, and culture, and is recognized as one of the most multicultural and cosmopolitan cities in the world. It is a tourism hub and has a booming restaurant sector too. The food sector is one of Toronto's most important sectors with annual sales of \$17.75 billion.

Business Problem

In this project we will be analysing the neighbourhoods of Toronto to see which ones would be the most ideal for opening a new restaurant.

Additionally, we would also study which type of restaurant i.e. restaurants of which cuisine would be more suitable for which neighbourhood as people in different neighbourhoods maybe having different preferences.

Target Audience

The target audience for this project would be investors or entrepreneurs looking to start a new restaurant in Toronto. This study can also be of use to franchise owners of restaurant chains to understand which neighbourhood would be suitable to start a new outlet.

Data

To explore the potential solutions to the above business problem the following data is required:

1. The Postal code, Borough and names of all the Neighbourhoods present in Toronto. This information was scraped from the website https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M The postal codes in this data would be useful in merging with the dataset containing geographical coordinates.
2. Geographical coordinates of Toronto neighbourhoods were obtained using the "https://cocl.us/Geospatial_data" csv file. These coordinates will be helpful in getting location information using the Four Square API.
3. Information about venues present in each neighbourhood of Toronto were obtained using Four Square API. This included the names of the Venue, Venue Category, Latitude and Longitude of the venues in each neighbourhood. The required information about restaurants and their types that is needed for this project can be further extracted from this data.