

Locations To Open Asian Restaurants In Edmonton

Hyun Jun Shim

1. Introduction

Edmonton is the capital city of the Alberta province in Canada. Its metro area had a population of 1,491,000[1] at the beginning of 2021, making it Alberta's second-largest city and Canada's fifth-largest municipality [2]. As Edmonton's population continues to grow, the number of immigrants in the area also increases, making Edmonton's visible minority more prominent. According to the source in 2016, 70% of its population is European origins while its 10% are originated from East or Southeast Asia [3]. As many Asians immigrate to Edmonton, many of them pursue their career to support themselves or their families while there are some who start their own business. One of the major business they choose to start is restaurants.

2. Business Problem

While some wants to open coffee shops, bar, or American restaurants to target key customers in the city, there are some people who want to open their own restaurants serving food from their own countries. The goal of this project is to choose optimal locations for Asians to open their Asian restaurants, such as Chinese, Korean, Japanese, or Vietnamese. We will be using Foursquare API to search its locations.

3. Data

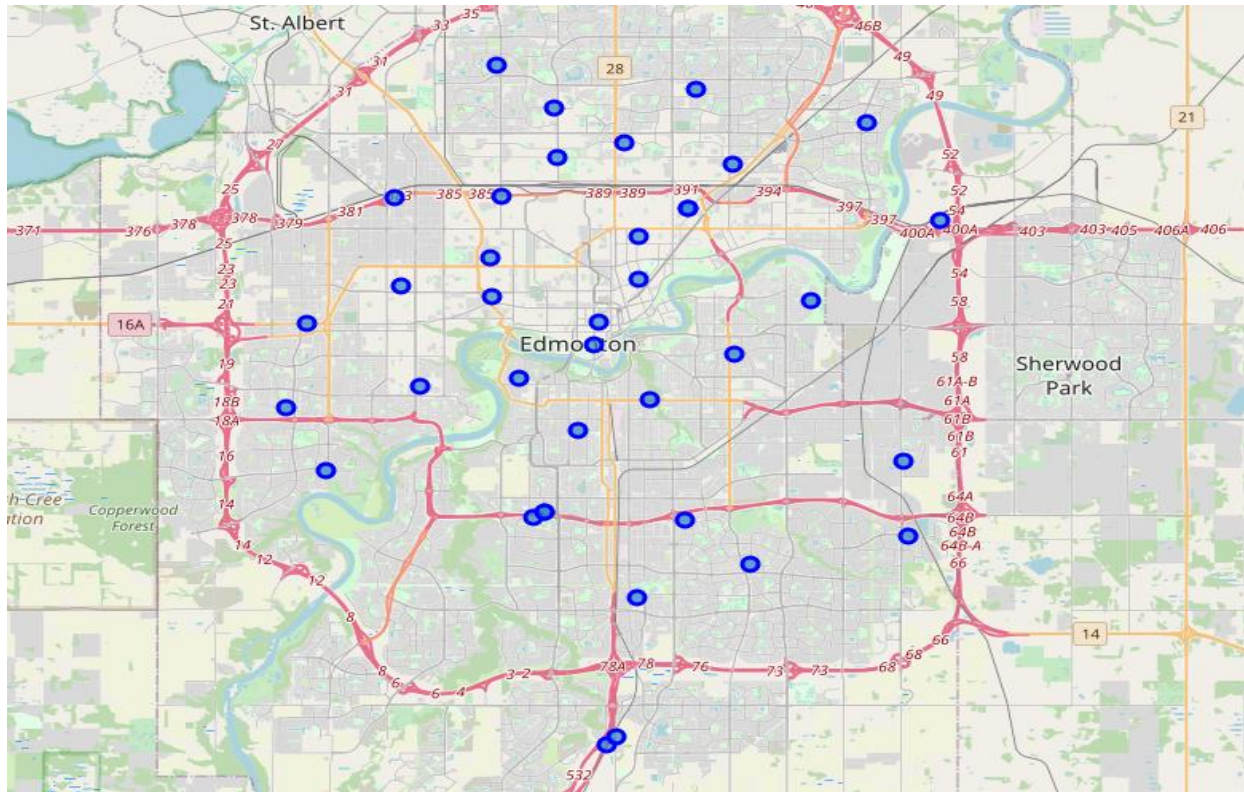
In this project, we will extract the data from Wikipedia[4] which includes postal code, borough, neighborhood, latitude, and longitude in Alberta. The table below represents the data we can scrap from the page.

| | Postal Code | Borough | Neighborhood | Latitude | Longitude |
|---|-------------|--------------|--|-----------|-------------|
| 0 | T1A | Medicine Hat | Central Medicine Hat | 50.036460 | -110.679250 |
| 1 | T2A | Calgary | Penbrooke Meadows, Marlborough | 51.049680 | -113.964320 |
| 2 | T3A | Calgary | Dalhousie, Edgemont, Hamptons, Hidden Valley | 51.126060 | -114.143158 |
| 3 | T4A | Airdrie | East Airdrie | 51.272450 | -113.986980 |
| 4 | T5A | Edmonton | West Clareview, East Londonderry | 53.5899 | -113.4413 |

As this project focus on the specific location, Edmonton, we can filter the data that its Borough only matches 'Edmonton' like the table below.

| | Postal Code | Borough | Neighborhood | Latitude | Longitude |
|---|-------------|----------|---|----------|-----------|
| 0 | T5A | Edmonton | West Clareview, East Londonderry | 53.5899 | -113.4413 |
| 1 | T6A | Edmonton | North Capilano | 53.5483 | -113.408 |
| 2 | T5B | Edmonton | East North Central, West Beverly | 53.5766 | -113.4608 |
| 3 | T6B | Edmonton | SE Capilano, West Southeast Industrial, East B... | 53.5322 | -113.4404 |
| 4 | T5C | Edmonton | Central Londonderry | 53.6129 | -113.4572 |

Using Folium, we create the map showing these neighborhoods in Edmonton to get better understanding of these locations.



Using a Foursquare API explore endpoints, we will collect a list of venues near the locations (the blue dots shown in the above map).

- [1] <https://www.macrotrends.net/cities/20373/edmonton/population>
- [2] <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/hlt-fst/pdpl/Table.cfm?Lang=Eng&T=302&SR=1&S=86&O=A&RPP=9999&PR=48>
- [3] <https://www12.statcan.gc.ca/nhs-enm/2011/dpdp/prof/details/page.cfm?Lang=E&Geo1=PR&Code1=48&Data=Count&SearchText=alberta&SearchType=Begins&SearchPR=01&A1=All&B1=All&Custom=&TABID=1>
- [4] https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_T