

Introduction

Billy, a chef in a premium hotel, wants to start his own business after earning good money from his job. Billy is thinking to start a restaurant in Toronto, Canada but is confused about the location. He doesn't want to invest much on the tangible assets like Land & Building but wants to open his restaurant in a good infrastructure location and probably with other customer attractions. So, he was thinking to open his restaurant in a mall, but he is confused in which mall. He wants to open the same in one of the best rated malls in Toronto.

Data

No such starting data is required, the necessary data will be attained via FourSquare API to analyze the ratings of the mall.

Methodology

We would be exploring the malls in Toronto, using FourSquare API and then further seeking the rating for the same. Then we would come up with the highest rated mall or with a list of top-rated malls.

Result

The mall with highest rating is CF Toronto Eaton Centre with a rating of 8.5.

Discussion

In order to simplify the model, I added some limitations and assumptions i.e. since my Foursquare free developer account only allows 50 premium calls per day, so the list of malls extracted is limited to 50. Further these 50 malls would be called to get the rating (this involves 50 premium calls). Also, we assumed the rating of non-rated malls to be 0.

Furthermore, the location to start a restaurant depends upon various factors like location, price of location, target market etc. But for our problem we assumed only the location rating of the mall matters.

Conclusion

Based on the above problem, with the mentioned limitations and assumptions, we obtained the mall with highest rating is CF Toronto Eaton Centre with a rating of 8.5.

So, Billy should open the restaurant in CF Toronto Eaton Centre, Toronto, Canada.