LAUNCHING OREGANO IN CANADA

1. BUSINESS PROBLEM

1.1. Background

A successful Italian restaurant chain Oregano, with more than 20 restaurants in Italy is planning to expand its business to Canada. The Sales & Marketing division of Oregano conducted extensive market research in Canada and found that there is a high demand for Italian food, especially in Toronto. Oregano has now hired an analytics firm Factual Analytics to help them figure out the best neighbourhood in Toronto, to open their first restaurant.

1.2. Objective

Oregano wants to figure out the best locality in Toronto with high demand for Italian food and lesser number of competitors, to rapidly grow their business, by leveraging the data on the neighbourhoods in Toronto. Additionally, Oregano also wants to ensure that the locality is safe and has less crime rate. The team of data scientists at Factual Analytics would apply cutting edge data science methodologies and machine learning techniques on the data to derive meaningful business insights, which would then be used by Oregano to make informed decisions.

1.3. Target Audience

The key stakeholders from Oregano are the CEO, Board of Directors, Sales & Marketing Team, and Head of Finance. Additionally, the team of Data Analysts, Engineers and Scientists are also involved.

2. DATA DESCRIPTION

For this project, the data engineering team at Factual Analytics would be extracting information from multiple data sources, as listed below. This data would then be collated and analysed by the data analysts and scientists.

I. Wikipedia

The information on neighbourhood boroughs in Toronto and their respective postal codes would be extracted from the Wikipedia page. The data on this page would be scraped using the python library BeautifulSoup.

II. Public Safety Data Portal

The data on crime rates in Toronto is available in the Public Safety Data Portal, managed by the Toronto Police Service. The information of major crime indicators (MCI) is available here, as a CSV file.

III. Geocoder

This python package would be used to obtain the geographical co-ordinates (latitude and longitude) for the Toronto neighbourhoods.

IV. Foursquare API

The popular and common venues in the Toronto neighbourhoods would be explored through the Foursquare API.