

# Opening a restaurant in Toronto, Canada

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## 1. Introduction

### 1.1 Business Problem

Toronto, city, capital of the province of Ontario, South eastern Canada. Similar to New York, it is the most populous city in Canada, with approximately 6.2 millions of people. It is a multicultural city, and the country's financial and commercial centre. Considering the high population and diversity of people, Toronto is a good location for one to start a cafe/restaurant here. There is always demand for food and beverages.

In this project we will try to provide an overview for a location for opening a restaurant. Specifically, this report will be targeted to stakeholders interested in opening a cafe or a restaurant in Toronto, Canada.

The underlying business problem is to perform an analysis of the neighbourhood, to identify a few locations for setting up a restaurant. Location is one of the important factor in food business. Therefore, Foursquare data would provide some information that helps our analysis.

## 2. Data acquisition

This report will focus on Downtown Toronto, Canada since it is the main central business district of Toronto, Ontario, Canada. It is approximately 17 square kilometres in area, bounded by [Bloor Street](#) to the northeast and Dupont Street to the northwest, [Lake Ontario](#) to the south, the [Don Valley](#) to the east, and [Bathurst Street](#) to the west. It is also the home of the [municipal government of Toronto](#) and the [Government of Ontario](#). Thus, it is one of a good area to setup a café/restaurant.

### 2.1 Data Sources

Report will scrape the list of neighborhood and borough in Toronto, Canada from Wikipedia. It will drop borough that have "Not assigned" value and parse Borough contains only "Downtown Toronto" into a data frame.

Later, it will get a list of types of restaurants in each neighbourhood that are within "Downtown Toronto" from FourSquare api.

## 3. Methodology and Data Analysis

### 3.1 List of Neighborhood in Downtown Toronto

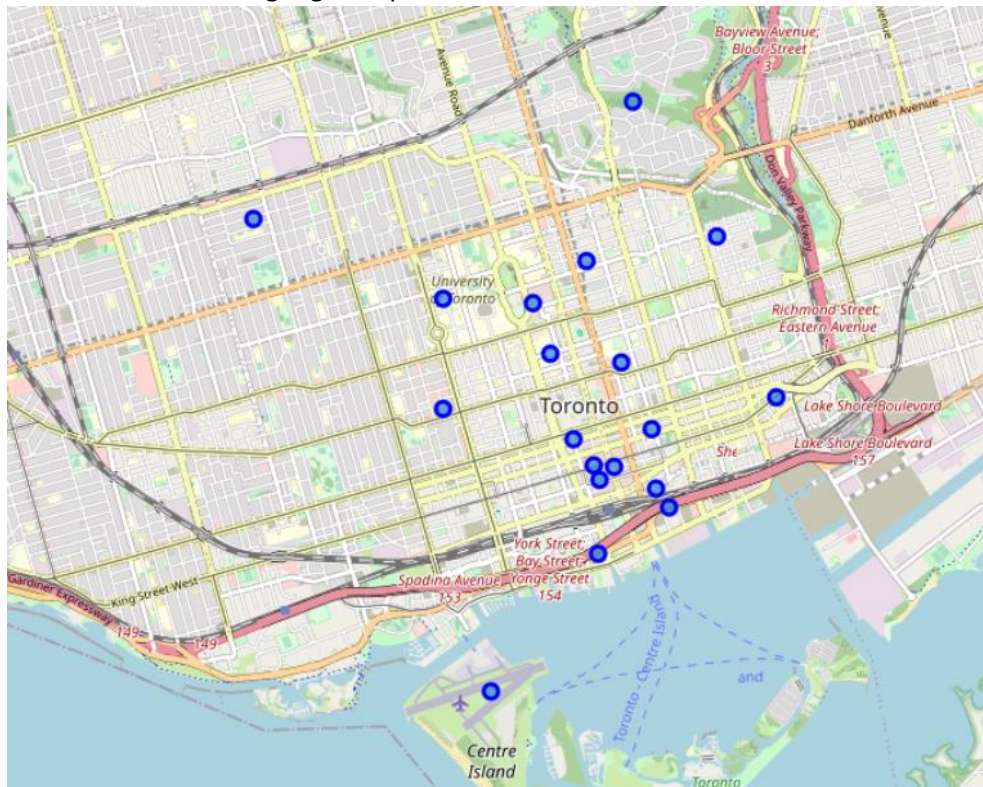
At the beginning of the report, it has been pre-determined that this report will focus mainly on Downtown Toronto since it is the main central business district. Ideally, it is a good location for one to open a restaurant.

Report has retrieved the list of Neighbourhood and borough in Toronto, Canada from Wikipedia and further reduced to only Downtown Toronto.

Below is a table contain a list of 19 neighbourhoods within Downtown Toronto:

	PostalCode	Borough	Neighborhood	Latitude	Longitude
0	M5A	Downtown Toronto	Regent Park, Harbourfront	43.654260	-79.360636
1	M7A	Downtown Toronto	Queen's Park, Ontario Provincial Government	43.662301	-79.389494
2	M5B	Downtown Toronto	Garden District, Ryerson	43.657162	-79.378937
3	M5C	Downtown Toronto	St. James Town	43.651494	-79.375418
4	M5E	Downtown Toronto	Berczy Park	43.644771	-79.373306
5	M5G	Downtown Toronto	Central Bay Street	43.657952	-79.387383
6	M6G	Downtown Toronto	Christie	43.669542	-79.422564
7	M5H	Downtown Toronto	Richmond, Adelaide, King	43.650571	-79.384568
8	M5J	Downtown Toronto	Harbourfront East, Union Station, Toronto Islands	43.640816	-79.381752
9	M5K	Downtown Toronto	Toronto Dominion Centre, Design Exchange	43.647177	-79.381576
10	M5L	Downtown Toronto	Commerce Court, Victoria Hotel	43.648198	-79.379817
11	M5S	Downtown Toronto	University of Toronto, Harbord	43.662696	-79.400049
12	M5T	Downtown Toronto	Kensington Market, Chinatown, Grange Park	43.653206	-79.400049
13	M5V	Downtown Toronto	CN Tower, King and Spadina, Railway Lands, Har...	43.628947	-79.394420
14	M4W	Downtown Toronto	Rosedale	43.679563	-79.377529
15	M5W	Downtown Toronto	Stn A PO Boxes	43.646435	-79.374846
16	M4X	Downtown Toronto	St. James Town, Cabbagetown	43.667967	-79.367675
17	M5X	Downtown Toronto	First Canadian Place, Underground city	43.648429	-79.382280
18	M4Y	Downtown Toronto	Church and Wellesley	43.665860	-79.383160

And their location on google map:



The above would be the list of neighbourhoods that we would recommend for one to open up a restaurant.

### 3.2 Food categories established within DownTown Toronto

The next step would be to have an overview of the type of food categories that have been established within each neighbourhood.

It will first scrape the latitude and longitude of each neighbourhood and subsequently query from FourSquare to retrieve all the food categories within the DownTown Toronto borough.

From high level, there are total 79 food categories found within Downtown Toronto.

1	Bagel Shop	Greek Restaurant	German Restaurant	French Restaurant
2	Thai Restaurant	Persian Restaurant	Mexican Restaurant	Ethiopian Restaurant
3	Chinese Restaurant	Portuguese Restaurant	Korean Restaurant	Deli / Bodega
4	Italian Restaurant	Afghan Restaurant	Mediterranean Restaurant	Japanese Restaurant
5	Sushi Restaurant	Spanish Restaurant	Taiwanese Restaurant	Indian Restaurant
6	Vietnamese Restaurant	Middle Eastern Restaurant	Asian Restaurant	Caribbean Restaurant
7	Fried Chicken Joint	Seafood Restaurant	Fast Food Restaurant	Latin American Restaurant
8	Sri Lankan Restaurant	Comfort Food Restaurant	Brazilian Restaurant	Diner
9	Halal Restaurant	Vegetarian / Vegan Restaurant	Moroccan Restaurant	American Restaurant
10	Burger Joint	New American Restaurant	Breakfast Spot	Creperie
11	Burrito Place	Eastern European Restaurant	Pizza Place	BBQ Joint
12	Falafel Restaurant	Tapas Restaurant	Noodle House	Arepa Restaurant
13	Cafe	Modern European Restaurant	Ramen Restaurant	Steakhouse
14	Snack Place	Gluten-free Restaurant	Theme Restaurant	Wings Joint
15	Food Truck	Salad Place	Bakery	Cafeteria
16	Irish Pub	Belgian Restaurant	Food Court	Poutine Place
17	Bistro	Colombian Restaurant	Soup Place	Donut Shop
18	Fish & Chips Shop	Doner Restaurant	Dumpling Restaurant	Poke Place
19	Taco Place	Empanada Restaurant	Gastropub	Hot Dog Joint
20	Restaurant	Molecular Gastronomy Restaurant	Sandwich Place	

The number of venues in each Neighbourhood:

	Neighborhood	Venue Category
1	Berczy Park	44
2	CN Tower, King and Spadina, Railway Lands, Harbourfront West, Bathurst Quay, South Niagara, Island airport	2
3	Central Bay Street	75
4	Christie	7
5	Church and Wellesley	61
6	Commerce Court, Victoria Hotel	100
7	First Canadian Place, Underground city	100
8	Garden District, Ryerson	100
9	Harbourfront East, Union Station, Toronto Islands	76
10	Kensington Market, Chinatown, Grange Park	54

11	Queen's Park, Ontario Provincial Government	27
12	Regent Park, Harbourfront	24
13	Richmond, Adelaide, King	95
14	Rosedale	1
15	St. James Town	72
16	St. James Town, Cabbagetown	29
17	Stn A PO Boxes	88
18	Toronto Dominion Centre, Design Exchange	100
19	University of Toronto, Harbord	31
SUM		1086

The above 2 tables shown that there are many different types of food categories established in Toronto, Canada with more than a thousand (1089) of venues. In essence, it indicated that there has been high demand for food business, otherwise there will not be so many venues established within Downtown Toronto alone.

### 3.3 Types of restaurants within each neighbourhood

The next step would be to have an overview of the type of food category that have been established within each neighbourhood.

For all the different types of restaurant in each neighbourhood, we take a mean (to calculate the average numbers) for easy reference. And, we will list the top 20 venues in each neighbourhood.



RestaurantInNeighbourhood\_Mean.txt

For simplicity in comparison, we will sort the above result and to present only the top 10 venues that exists with the highest frequency in descending order.

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Berczy Park	Sushi Restaurant	Sandwich Place	Bakery	Restaurant	Diner	Bistro	Seafood Restaurant	Steakhouse	Italian Restaurant	Vegetarian / Vegan Restaurant
1	CN Tower, King and Spadina, Railway Lands, Har...	American Restaurant	Tapas Restaurant	Wings Joint	Falafel Restaurant	Diner	Doner Restaurant	Donut Shop	Dumpling Restaurant	Eastern European Restaurant	Empanada Restaurant
2	Central Bay Street	Sandwich Place	Café	Italian Restaurant	Chinese Restaurant	Sushi Restaurant	Japanese Restaurant	Thai Restaurant	Pizza Place	Restaurant	Middle Eastern Restaurant
3	Christie	Café	American Restaurant	Italian Restaurant	Restaurant	Wings Joint	Falafel Restaurant	Doner Restaurant	Donut Shop	Dumpling Restaurant	Eastern European Restaurant
4	Church and Wellesley	Japanese Restaurant	Sushi Restaurant	Sandwich Place	Pizza Place	Fast Food Restaurant	Korean Restaurant	Burrito Place	Restaurant	Vietnamese Restaurant	Indian Restaurant
5	Commerce Court, Victoria Hotel	Sandwich Place	Café	Italian Restaurant	Restaurant	Deli / Bodega	Asian Restaurant	Pizza Place	American Restaurant	Japanese Restaurant	Bakery
6	First Canadian Place, Underground city	Sandwich Place	Café	Fast Food Restaurant	Asian Restaurant	Deli / Bodega	Restaurant	American Restaurant	Sushi Restaurant	Bakery	Japanese Restaurant
7	Garden District, Ryerson	Café	Sandwich Place	Restaurant	Pizza Place	Sushi Restaurant	Japanese Restaurant	Middle Eastern Restaurant	Burger Joint	Thai Restaurant	Bakery
8	Harbourfront East, Union Station, Toronto Islands	Restaurant	Café	Pizza Place	Fast Food Restaurant	Salad Place	Chinese Restaurant	Fried Chicken Joint	Italian Restaurant	Japanese Restaurant	Deli / Bodega
9	Kensington Market, Chinatown, Grange Park	Café	Vegetarian / Vegan Restaurant	Bakery	Vietnamese Restaurant	Chinese Restaurant	Burger Joint	Mexican Restaurant	Dumpling Restaurant	Caribbean Restaurant	Thai Restaurant
10	Queen's Park, Ontario Provincial Government	Sandwich Place	Sushi Restaurant	Burrito Place	Wings Joint	Salad Place	Fast Food Restaurant	Greek Restaurant	Italian Restaurant	Japanese Restaurant	Korean Restaurant

11	Regent Park, Harbourfront	Café	Breakfast Spot	Restaurant	Bakery	Seafood Restaurant	Mexican Restaurant	Mediterranean Restaurant	Japanese Restaurant	Italian Restaurant	Sandwich Place
12	Richmond, Adelaide, King	Fast Food Restaurant	Café	Restaurant	Sandwich Place	Deli / Bodega	Vegetarian / Vegan Restaurant	American Restaurant	Salad Place	Asian Restaurant	Bakery
13	Rosedale	Japanese Restaurant	Wings Joint	Falafel Restaurant	Diner	Doner Restaurant	Donut Shop	Dumpling Restaurant	Eastern European Restaurant	Empanada Restaurant	Ethiopian Restaurant
14	St. James Town	Café	Italian Restaurant	Restaurant	Sandwich Place	Gastropub	Bakery	Sushi Restaurant	Diner	Moroccan Restaurant	Asian Restaurant
15	St. James Town, Cabbagetown	Pizza Place	Café	Restaurant	Bakery	Chinese Restaurant	Italian Restaurant	Caribbean Restaurant	Japanese Restaurant	Sandwich Place	Diner
16	Stn A PO Boxes	Restaurant	Sandwich Place	Italian Restaurant	Sushi Restaurant	Bakery	Fast Food Restaurant	Japanese Restaurant	Pizza Place	French Restaurant	Salad Place
17	Toronto Dominion Centre, Design Exchange	Sandwich Place	Café	Restaurant	Japanese Restaurant	Steakhouse	Sushi Restaurant	Burger Joint	Asian Restaurant	Bakery	Italian Restaurant
18	University of Toronto, Harbord	Café	Sandwich Place	Italian Restaurant	Japanese Restaurant	Bakery	Restaurant	Pizza Place	Food Truck	Korean Restaurant	Comfort Food Restaurant

## 4. Discussion

This report is to provide an overview for a location for opening a restaurant in Toronto, Ontario, Canada. This report has focus mainly on Downtown Toronto borough since it is highly populated area.

Nevertheless, this report will not recommend a specific neighbourhood within Downtown Toronto. It is very much dependent on one's decision on the food type to be served in the restaurant, and other financial factor to determine the location (which has not been covered under this report, e.g. the cost of renting a place).

Let's make some assumptions

### Assumption 1:

Assume one would like to open a Chinese restaurant. One could have a look at the above data that have been presented, and look for neighbourhood that current do not have many or don't have a Chinese restaurant at all.

For example, places like Berczy Park, Christie, Commerce Court, and many others which do not have Chinese restaurant in their top 20. Figure below just extracting 2 neighbourhood for reference.

----Berczy Park----			----Christie----		
	venue	freq		venue	freq
0	Sandwich Place	0.07	0	Café	0.57
1	Bakery	0.07	1	American Restaurant	0.14
2	Sushi Restaurant	0.07	2	Restaurant	0.14
3	Steakhouse	0.05	3	Italian Restaurant	0.14
4	Bistro	0.05	4	Molecular Gastronomy Restaurant	0.00
5	Seafood Restaurant	0.05	5	Pizza Place	0.00
6	Diner	0.05	6	Persian Restaurant	0.00
7	Italian Restaurant	0.05	7	North Indian Restaurant	0.00
8	Restaurant	0.05	8	Noodle House	0.00
9	French Restaurant	0.05	9	New American Restaurant	0.00
10	Vegetarian / Vegan Restaurant	0.05	10	Moroccan Restaurant	0.00
11	Moroccan Restaurant	0.02	11	Modern European Restaurant	0.00
12	Deli / Bodega	0.02	12	Portuguese Restaurant	0.00
13	American Restaurant	0.02	13	Middle Eastern Restaurant	0.00
14	Asian Restaurant	0.02	14	Mexican Restaurant	0.00
15	Eastern European Restaurant	0.02	15	Mediterranean Restaurant	0.00
16	Middle Eastern Restaurant	0.02	16	Latin American Restaurant	0.00
17	Indian Restaurant	0.02	17	Korean Restaurant	0.00
18	Irish Pub	0.02	18	Japanese Restaurant	0.00
19	Bagel Shop	0.02	19	Irish Pub	0.00

It would mean that there is less competition in these areas, and it may be a good idea to provide a new variety of food type to the customer in this area.

Assumption 2:

One still thinking of the type of food of his new restaurant. Again, we could take a look at the data presented. German restaurant may be an option to explore since German restaurant type has not been found in any of these neighbourhood (except St. James Town). Please refer to point 3.3.

## **5. Conclusion**

In this study, the report analyse the neighbourhoods within the DownTown Toronto. And subsequently, the number of food categories that have been established in each neighbourhood. It is aimed to provide an overview for one to have a understanding of the current food types available and hoping this would help one to do a preliminary decision on its location and restaurant type.