

Opening a new Pizza Place in Toronto

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1. Introduction

1.1. Background

Toronto is a big city and abundant with people. It is the most populated city in Canada. Food places in Canada are famous for having a variety of cuisines. The most popular type of food places are Pizza Places. Pizza is loved by everyone and is affordable too. There are more than 1500 pizzerias in the city of Toronto. To start a new pizza place is a difficult task and requires some analysis of the places first. The main obstacle is predicting if a new pizza place will be popular or not. To do so, one needs to do some analysis of neighbourhoods and the type of food places there.

1.2. Problem

Data used in the analysis will contain different neighbourhoods, the types of restaurants there and the average number of pedestrians moving from that place. The project aims to finding a suitable place in Toronto where there are no pizza places nearby and a good amount of pedestrians pass by.

1.3. Interests

People looking to open a new Pizza Place in the city of Toronto will be very much interested in this analysis as it will help them pin point specific locations where they have promising future of a Pizza Place. This project can be modified to work for any kind of business, so anyone looking to open a new business would be very much interested in this project.

2. Data acquisition and cleaning

2.1. Data Sources

There is no single source of data which could give the types of restaurants and the number of people passing by from locations. We will need to combine data from different sources. The neighbourhoods in Toronto can be scraped by Wikipedia [page](#). We will fetch the restaurants in a neighbourhood using Foursquare API. The dataset for volume of pedestrians passing by at various intersections in Toronto is made available on the [website of Toronto](#). The pedestrian volume data however was last updated in 2018, being not so old, it should work fine.