

Battle of the Neighbourhoods (Part 1)

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1. Introduction

1.1 Background

For this capstone project, I am creating an imaginary scenario where a Burmese man wants to start a Burmese restaurant in Toronto. There aren't many Burmese restaurants present in the GTA and it would be a great opportunity for our restaurateur to capitalize on. As Burmese food is very similar to Asian cuisine, the entrepreneur is thinking about opening a restaurant where Asian cuisine is popular. With this purpose in mind, I will be executing this project in order to find the optimal restaurant for this entrepreneur.

1.2 Business Problem

The objective of this capstone is to find the most suitable location for the entrepreneur to open a new Burmese restaurant in Toronto. By using data science tools such as machine learning and clustering, this project aims to provide solutions to answer the business question. In Toronto, if an entrepreneur wants to open a Burmese restaurant, where should they consider opening it?

1.3 Target Audience

The entrepreneur who wants to start a Burmese restaurant in Toronto.

2. Data

To solve the above situation the following data will be required

- List of Neighbourhoods in Toronto
- Latitude and Longitude of these neighbourhoods

- Venue data related to Asian restaurants. This will help us find neighbourhoods that are favourable for a Burmese restaurant

3. Extracting Data

- Scraping Toronto neighbourhoods via Wikipedia
- Using the Geocoder package, we get the neighbourhood coordinates
- Using Foursquare API, we can retrieve venue details