

# Best place to start Italian Restaurant in Ontario

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## 1 INTRODUCTION

Ontario is one of the most densely populated area in Canada. Being the land of Opportunity, it brings in a variety of people from different cultural backgrounds to the core city of Canada, Ontario. Ontario received around 46 percentage of all immigrants to Canada . The multiculturalism is seen through the various neighborhoods including; Chinatown, Corso Italia, Little India, Kensington Market, Little Italy, Koreatown and many more. Ontario being the hub of interactions between different cultures, brings many opportunities for entrepreneurs to start or grow their business. It is a place where people can try the best of each culture, either while they work or just passing through.

## 2 BUSINESS PROBLEM

The objective of this project is to use Foursquare location data and regional clustering of venue information to determine what might be the 'best' neighborhood in Ontario to open a Italian restaurant. Pizza and Pasta are one of the most bought dishes in Ontario originating from Italy. Ontario being the largest home to Italians with a population over 500k, there are numerous opportunities to open a new Italian restaurant. Through this project we will find the most suitable location for an entrepreneur to open a new Italian restaurant in Ontario, Canada.

## 3 TARGET AUDIENCE

Entrepreneurs who want to open Italian Restaurant in Ontario Canada

## 4 DATA OVERVIEW

Required data will be collected from multiple sources which will provide the list of neighborhoods in Ontario (via Wikipedia) using web scraping and prepared for the purpose of the analysis. The Geographical location of the neighborhoods are collected using Geocoder package and Venue data pertaining to Italian restaurants using Foursquare API. The Venue data will help find which neighborhood is best suitable to open an Italian restaurant