

The Battle of the Neighborhoods - Week 1

Introduction & Business Problem :

Problem Background:

Toronto is one of the most densely populated areas in Canada. Being the land of opportunity, it brings in a variety of people from different ethnic backgrounds to the core city of Canada, Toronto. Being the largest city in Canada with an estimated population of over 6 million, there is no doubt about the diversity of the population. Multiculturalism is seen through the various neighbourhoods including; Chinatown, Corso Italia, Little India, Kensington Market, Little Italy, Koreatown, Little Thai and many more. Downtown Toronto being the hub of interactions between ethnicities 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. Toronto is well known for its great food.

The objective of this project is to use Foursquare location data and regional clustering of venue information to determine what might be the 'best' neighbourhood in Toronto to open a restaurant. Pad Thai and Pad Gra Prao are one of the most bought dishes in Toronto originating from Thailand. Toronto is one of the largest cities in the world, there are numerous opportunities to open a new Thai restaurant. Through this project, we will find the most suitable location for an entrepreneur to open a new Thai restaurant in Toronto, Canada.

Target Audience:

This project is aimed towards Entrepreneurs or Business owners who want to open a new Thai Restaurant or grow their current business. The analysis will provide vital information that can be used by the target audience.

Data Overview:

The data that will be required will be a combination of CSV files that have been prepared for the purposes of the analysis from multiple sources which will provide the list of neighbourhoods in Toronto (via Wikipedia), the Geographical location of the neighbourhoods (via Geocoder package) and Venue data pertaining to Thai restaurants (via Foursquare). The Venue data will help find which neighbourhood is best suitable to open an Thai restaurant.

Data acquisition:

1. https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M
(https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
2. https://cocl.us/Geospatial_data (https://cocl.us/Geospatial_data)