



# FINDING THE BEST AREA IN TORONTO FOR THAI RESTAURANT

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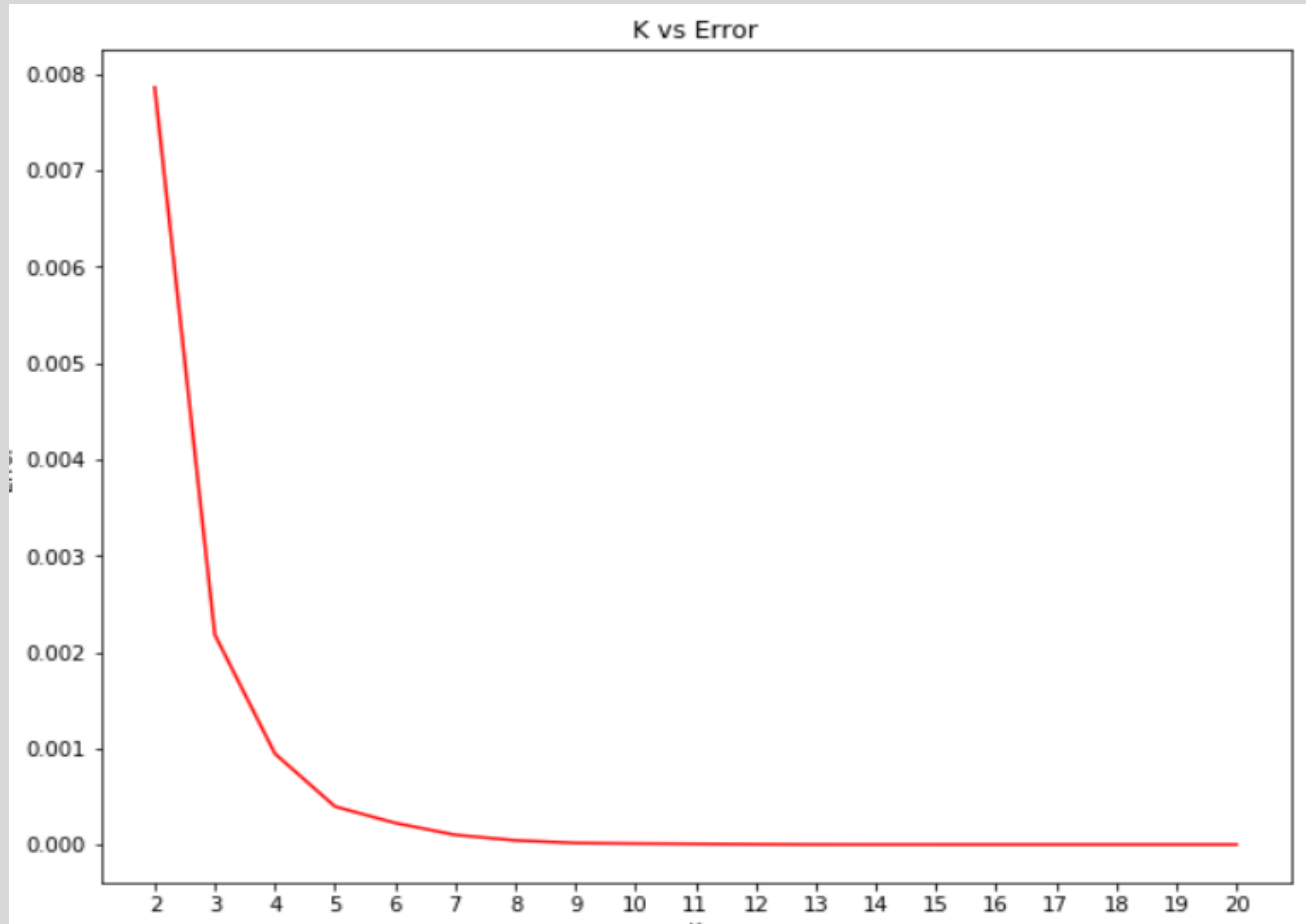
# Finding the best area in Toronto for Thai restaurant

- Generally, many restaurants are in Toronto. Therefore, entrepreneurs who want to open a new restaurant can use the Foursquare location data and regional clustering of venue to find the most suitable location.
- Such the location is found by the entrepreneur: Most suitable location.
- Finding location helps the entrepreneur.
  - Target customers to find
  - Plan for opening the new restaurant

# Data acquisition and cleaning

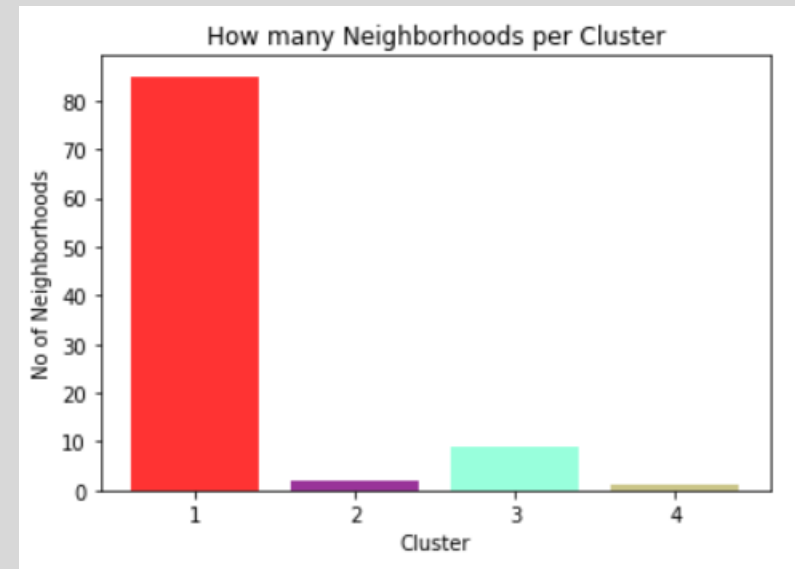
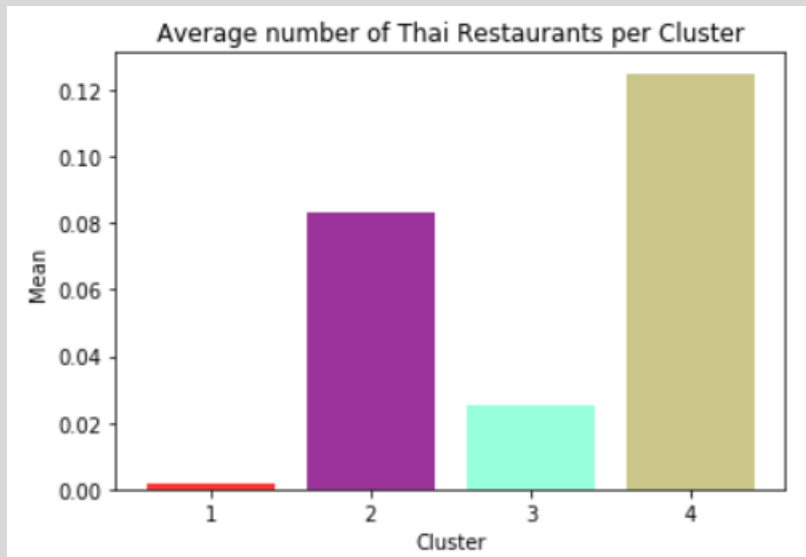
- The Wikipedia site shown below provided almost all the information about the neighborhoods. It included the postal code, borough and the name of the neighborhoods present in Toronto.  
[https://en.wikipedia.org/wiki/List\\_of\\_postal\\_codes\\_of\\_Canada:\\_M](https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M)
- Data provided us with the Geographical coordinates of the neighborhoods with the respective Postal Codes. The file was in CSV format. [https://cocl.us/Geospatial\\_data](https://cocl.us/Geospatial_data)
- Perform and merge data from the two sources.

# Using K-Means clustering



To get our optimum K value that was neither overfitting or underfitting the model.

# Using clustering analysis



The best location from this model, the entrepreneur should open the new Thai restaurant as the cluster 1 because there are the most neighborhoods, but hardly Thai restaurant.

# Conclusion and future directions

- Built useful models to find the suitable location for opening the new restaurant in Toronto.
- Accuracy of the models has key for improvement.
- Capture more of neighborhoods in each borough.
- Ideas include:
  - Restaurant data (Chinese Restaurant, Japanese Restaurant, etc.)
  - People behavior data