**Introduction:**

Location, location, location, 3 of the most important things when it comes to opening a business, the purpose of this report is to analyse 4 locations in Toronto for opening a restaurant. This report will not only look to recommend, a location of a restaurant but also type of restaurant.

Companies like McDonalds, KFC, Pizza hut have grown and expanded through franchising their brand. McDonalds success came through franchising to middle class families that lead to aggressive expansion of their brand. Unfortunately, in the current market franchisor decides the location for the franchisee.

Our investor has come across an opportunity to get a franchise of a Canadian based fast food chain, Mary Brown a fried chicken joint. However, Mary Brown has recommended West Toronto as the recommended location. Our investor is not familiar with West Toronto region and would like to know more about neighbourhoods in West Toronto and current outlets operating in West Toronto

The investor also has few hesitations of opting for a fried chicken franchise with the recent shift towards healthy food. Investor wants to know if there is still a market for fried chicken or should he/she opt for a franchise that sells healthy food such as salads in West Toronto

**Methodology:**

Our Investor has already specified following four target areas as West Toronto.

For this project we would be using the postal codes for the city of Toronto to find the specified target area and their respective neighbourhoods. For this we would first be importing postal codes of Toronto and cleaning the data so we have one postal code for each area and respective neighbourhoods that fall in that area.

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| --- | --- | --- | --- |
|  | **Postcode** | **Borough** | **Neighbourhood** |
| **0** | M3A | North York | Parkwoods |
| **1** | M4A | North York | Victoria Village |
| **2** | M5A | Downtown Toronto | Harbourfront , Regent Park |
| **3** | M6A | North York | Lawrence Heights , Lawrence Manor |
| **4** | M7A | Queen's Park | Queen's Park |
| **5** | M9A | Etobicoke | Islington Avenue |
| **6** | M1B | Scarborough | Rouge , Malvern |
| **7** | M3B | North York | Don Mills North |
| **8** | M4B | East York | Woodbine Gardens , Parkview Hill |
| **9** | M5B | Downtown Toronto | Ryerson , Garden District |
| **10** | M6B | North York | Glencairn |
| **11** | M9B | Etobicoke | Cloverdale , Islington , Martin Grove , Prince.. |

**Longitude and Latitude**

Once we have finalized our Toronto postal code data with neighbour details, we will then link longitude and latitude with respective Toronto postal codes and filter it to have a summarized table for West Toronto:



We would then use foursquare to find details on venues in West Toronto with the help of longitudes and latitudes that were generated earlier. The output would be as follows:



We would use this table to identify venues in each neighbourhood and the category they fall in. Furthermore, we would look at top 10 venues for each neighbourhood. Once we have done the above mentioned process we would be dividing neighbourhoods of West Toronto in to clusters then we will analyse each neighbour separately to see what venues are operating in respective neighbourhoods.

**Limitation**

Our analysis will be based on information available from Foursquare and Statistics Canada. We have not been provided any financial information that can help in making a better decision as this information is of confidential nature. Furthermore, we would be analysing only the target areas specified by our Investor and would not be looking at other areas. Our recommendation would be based on best option available with the target area this includes, neighbourhood and type of restaurant.