

Suggesting suitable location for the setting up of an African Restaurant in the Calgary neighborhoods in Alberta, Canada

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1 INTRODUCTION/BUSINESS PROBLEM

With the increasing number of Africans migrating to the city of Calgary and with need for Africa and Africans to start marketing their cultural heritage especially through their dishes to the rest of the world, there is therefore a need to start setting African restaurants. There exist quiet a number of restaurants such as the American Restaurants, Chinese Restaurants, Japanese Restaurants and the likes in the city of Calgary, but very few African Restaurants. According to tripadvisor (available at https://www.tripadvisor.com/Restaurants-g154913-Calgary_Alberta.html) there are 3346 restaurants in the city of Calgary, out of which only seven (7) are African restaurants.

Also, let's look at the demography of Calgary

	Population (2016)	% of total population (2016)	Population (2011)	% of total population (2011)	Population (2006)	% of total population (2006)
European	744,625	60.90%	727,940	67.30%	722,595	73.80%
South Asian	115,795	9.50%	81,180	7.50%	56,210	5.70%
Chinese	102,070	8.30%	74,070	6.80%	65,365	6.70%
Black	55,730	4.60%	31,870	2.90%	20,540	2.10%
Filipino	71,780	5.90%	47,350	4.40%	24,915	2.50%
Latin American	33,540	2.70%	19,870	1.80%	13,120	1.30%
Arab	25,190	2.10%	16,745	1.50%	11,245	1.10%
Southeast Asian	21,610	1.80%	20,530	1.90%	15,410	1.60%
West Asian	12,610	1%	8,470	0.80%	5,930	0.60%
Korean	11,235	0.90%	8,160	0.80%	6,710	0.70%
Japanese	7,080	0.60%	5,160	0.50%	4,490	0.50%
Visible minority, n.i.e.	1,445	0.10%	2,860	0.30%	1,920	0.20%
Multiple visible minorities	13,895	1.10%	9,130	0.80%	6,605	0.70%

Source Wikipedia(available at https://en.wikipedia.org/wiki/Demographics_of_Calgary)

The table above shows an increase in the population of blacks which include Africans from 2.1% of the total population in 2006, to 4.6% in 2016. Majority of this increase in black population is due to increase migration of Africans to the City according to a United Nations document available <http://www.un.org/en/development/desa/population/migration/data/empirical2/migrationflows.shtml>. Setting up African restaurant in the city of Calgary will therefore be a profitable business decision and also a way to market more of African delicacies to other nationalities who may not even be of Africa descent.

2. DATA DESCRIPTION

The aim for this project therefore is to suggest the best possible location to set up an African Restaurant in the city of Calgary. The data for the purpose of this project would be sourced from:

- a. Wikipedia. At https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_T is a list of the neighborhoods in Calgary together with their latitude and longitude coordinates. This dataset would be filtered and cleaned to extract only the borough of Calgary.
- b. The Forsquare API would be used to get the most common venues in the city of Calgary.

Using this dataset, we are going to set certain parameters so as to achieve our objectives. These parameters are:

- a. Locations not already crowded with the presence of restaurant of any kind.
- b. Locations where there is no African restaurant.