

Coursera Capstone – “The Battle of the Neighborhoods”

Muhammad Umar Khan

Introduction:

Toronto is one of the most densely populated area 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. The multiculturalism is seen through the various neighborhoods including; Chinatown, Corso Italia, Little India, Kensington Market, Little Italy, Koreatown 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’ neighborhood in Toronto to open a restaurant. Pizza and Pasta are one of the most bought dishes in Toronto originating from Italy. Toronto being the fourth 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 Toronto, Canada.

Target Audience:

- Entrepreneurs who want to open an Italian Restaurant in Toronto

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 neighborhoods in Toronto (via Wikipedia), the Geographical location of the neighborhoods (via Geocoder package) and Venue data pertaining to Italian restaurants (via Foursquare). The Venue data will help find which neighborhood is best suitable to open an Italian restaurant.