# Introduction

The project will examine the problem of deciding where to locate a business. In the case to be examined, a client that already has an established business in one city is working to expand to another city. However, with little knowledge about the other city, it can be difficult to determine the best possible locations such that they would be successful. Here, data on the composition of different areas in two different cities is analyzed to help with this problem.

# Business Problem

Our client has a small chain of boutique dessert restaurants in different neighbourhoods in the City of Toronto, Canada. The client is looking to expand to other cities, the first being New York City in the United States. Of the three existing restaurant locations in Toronto, two are very successful having a large number of customers, while one location has been less successful. These cafes and their neighbourhood locations are listed in Table 1. It is not clear why there is a difference in success, but the client would like to open new locations in New York that would have the best chance of attracting a large number of customers. One possible strategy is to locate new restaurants in neighbourhoods in New York that are similar to the neighbourhoods in Toronto in which the already successful restaurants are located. Our goal is to recommend appropriate neighbourhoods in New York City by examining data about New York City and Toronto.

| **Location ID** | **Neighbourhood** | **Success level** |
|---|---|---|
| 1 | Annex | High |
| 2 | Roncesvales | High |
| 3 | Woodbine Corridor | Low |

***Table 1: Client's current locations in Toronto***