Description of business problem and background

There is always an opening of new business. Before opening any new business, the market opportunity analysis for that kind of business is necessary. This is the first step to ensure business success. A restaurant business plans to open a new restaurant in Toronto. Which kind of restaurant and where to open the restaurant are very important factors for the business's success. I use the neighborhood listings and the FourSquare venue listings from prior projects to obtain a picture of which and how many restaurants of different types can be found in the different neighborhoods of Toronto. We then compare the frequencies of different types of restaurants across neighborhoods to find out where there may be fewer restaurants than the market can support, which we can recommend as opportunities to open new restaurants of different types.