Location Decision Making for A Chinese Restaurant in Toronto

1. Introduction

1.1 Background

There are more and more Chinese people living abroad. Toronto is one of the most popular cities when it comes to choosing a destination for Chinese. Chinese are highly passionate for food. Especially after a long day of work, Chinese people find quite rewarding and comforting when they can have a good meal. Food is a very essential part of Chinses culture. Instead of a bar or a pub, restaurant is a go-to place for Chinese people to seek relaxation. Therefore, business people have been seizing the opportunity created by such culture to meet such needs by opening Asian or even Chinese restaurants all over the world, and Toronto is definitely an outstanding example.

1.2 Problem

For planning on opening a Chinese restaurant in Toronto, the location of the restaurant is definitely one of the most crucial decisions to make. Therefore, in this report, based on the analysis, some important factors such as foot traffic, business function of the area, reputation of venues in a neighborhood will be taken into consideration to help making a reliable decision on choosing the location.

Are you looking for a place in Toronto to open a Chinese restaurant, where people can enjoy authentic Chinese food for a medium price? It will be a place for people who want to actually enjoy food and the atmosphere. Opening a restaurant can be a risky business in these years, therefore you want to be wise putting your investment by first making a smart decision of the location. This location analysis report may be something for you.

2. Data

First, we need a list of neighborhoods in Toronto, which can be found here. From this list, we can get the borough name, neighborhood name, and postal code of every neighborhood in Toronto. Next dataset we need is one with geographic location information of these neighborhoods, which can be found here. Referring to this dataset, we can find the according longitude and latitude of each neighborhood. As shown in pic.1 below, geographic information about a neighborhood is more detailed after combining these two datasets.

Pic.1: Merged data frame from two data source

	Postal Code	Borough	Neighbourhood	Latitude	Longitude
0	M3A	North York	Parkwoods	43.753259	-79.329656
1	M4A	North York	Victoria Village	43.725882	-79.315572
2	M5A	Downtown Toronto	Regent Park, Harbourfront	43.654260	-79.360636
3	M6A	North York	Lawrence Manor, Lawrence Heights	43.718518	-79.464763
4	M7A	Downtown Toronto	Queen's Park, Ontario Provincial Government	43.662301	-79.389494

Another data source is Foursquare. By using information in the above data frame, we can get the venue information, such as nearby venues within a certain radius of a location, rating of a venue, etc (see pic.2).

Pic.2: Data retrieved from Foursquare

	Neighborhood	Neighborhood Latitude	Neighborhood Longitude	Venue ID	Venue	Venue Latitude	Venue Longitude	Venue Category
0	Parkwoods	43.753259	-79.329656	4e8d9dcdd5fbbbb6b3003c7b	Brookbanks Park	43.751976	-79.332140	Park
1	Parkwoods	43.753259	-79.329656	4cb11e2075ebb60cd1c4caad	Variety Store	43.751974	-79.333114	Food & Drink Shop
2	Victoria Village	43.725882	-79.315572	4c633acb86b6be9a61268e34	Victoria Village Arena	43.723481	-79.315635	Hockey Arena
3	Victoria Village	43.725882	-79.315572	4f3ecce6e4b0587016b6f30d	Portugril	43.725819	-79.312785	Portuguese Restaurant
4	Victoria Village	43.725882	-79.315572	4bbe904a85fbb713420d7167	Tim Hortons	43.725517	-79.313103	Coffee Shop