

Choose Neighborhoods in Toronto to Open a Sushi Restaurant

Zhilin Zheng
Jun27, 2021

Agenda

- Problem
- Approach
- Data
- Results
- Conclusion

Problem

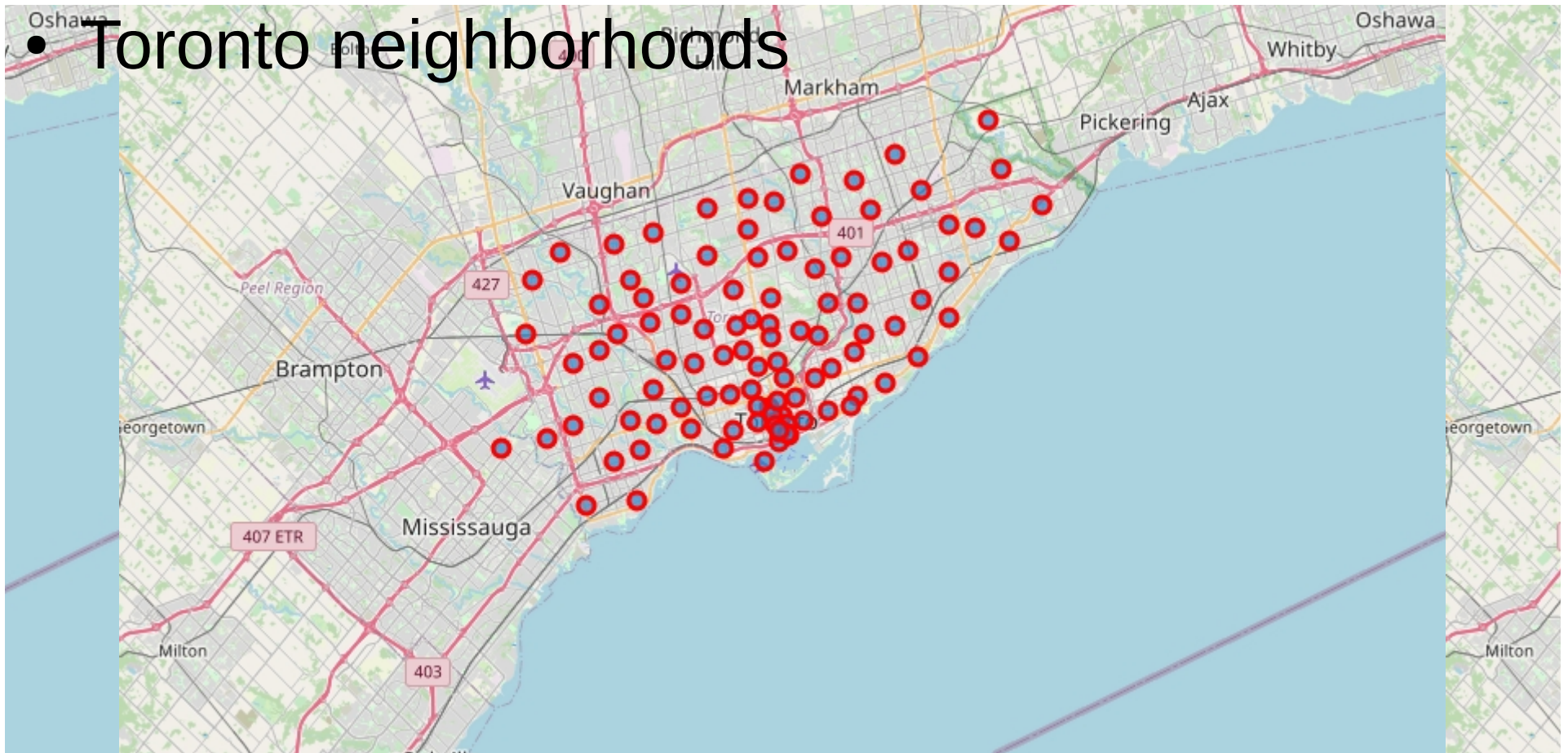
- Very few Sushi restaurants in Toronto neighborhoods: 59 out of 102 do NOT have a Sushi restaurant
- Comparing to New York City, Sushi restaurants have become top 10 venues across its 22 neighborhoods
- A market gap for Sushi restaurants business

Approach

- Compare neighborhoods in two selected cities: Toronto and New York City
- Select candidate neighborhoods in Toronto where do not have Sushi restaurants but share the common venue patterns with New York City neighborhoods in which Sushi restaurants have become the top venues (specifically, a clustering algorithm is used to find similarities)

Data

- Toronto neighborhoods



Data

- NYC neighborhoods



Data (Toronto venues)

| | Neighborhood | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue |
|---|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|
| 0 | Agincourt | Chinese Restaurant | Shopping Mall | Caribbean Restaurant | Pizza Place | Bakery | Supermarket | Discount Store | Clothing Store | Lounge | Malay Restaurant |
| 1 | Alderwood, Long Branch | Discount Store | Pizza Place | Park | Playground | Shopping Mall | Garden Center | Gas Station | Liquor Store | Sandwich Place | Moroccan Restaurant |
| 2 | Bathurst Manor, Wilson Heights, Downsview North | Bank | Pizza Place | Park | Coffee Shop | Ski Area | Bridal Shop | Fried Chicken Joint | Frozen Yogurt Shop | Restaurant | Shopping Mall |
| 3 | Bayview Village | Bank | Gas Station | Grocery Store | Intersection | Japanese Restaurant | Restaurant | Trail | Playground | Chinese Restaurant | Skating Rink |
| 4 | Bedford Park, Lawrence Manor East | Coffee Shop | Sandwich Place | Bank | Restaurant | Fast Food Restaurant | Sushi Restaurant | Pizza Place | Greek Restaurant | Grocery Store | Liquor Store |

Data (NYC venues)

| | Neighborhood | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue |
|---|---------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------------------|--------------------------|-----------------------|-----------------------|-----------------------|------------------------|
| 0 | Allerton | Pizza Place | Supermarket | Deli / Bodega | Discount Store | Spa | Chinese Restaurant | Check Cashing Service | Grocery Store | Gas Station | Fried Chicken Joint |
| 1 | Annadale | Dance Studio | Train Station | Pharmacy | Liquor Store | Pizza Place | Cosmetics Shop | Bakery | Sushi Restaurant | Diner | Restaurant |
| 2 | Arden Heights | Deli / Bodega | Playground | Coffee Shop | Pizza Place | Pharmacy | Other Nightlife | Performing Arts Venue | Pet Store | Pet Service | Optical Shop |
| 3 | Arlington | Bus Stop | Deli / Bodega | Intersection | Paella Restaurant | Pet Store | Pet Service | Pet Café | Peruvian Restaurant | Persian Restaurant | Perfume Shop |
| 4 | Arrochar | Bus Stop | Italian Restaurant | Deli / Bodega | Food Truck | Middle Eastern Restaurant | Mediterranean Restaurant | Pizza Place | Hotel | Sandwich Place | Nail Salon |

Results

| | City | Neighborhood | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue |
|----|---------|---------------------------|-----------------------|-----------------------|-----------------------|-------------------------------|-----------------------|-------------------------------|---------------------------|-----------------------|-----------------------|------------------------|
| 23 | Toronto | Little Portugal, Trinity | Restaurant | Italian Restaurant | Café | Vegetarian / Vegan Restaurant | Bar | Bakery | Cocktail Bar | Coffee Shop | Pizza Place | Asian Restaurant |
| 59 | NY | North Riverdale | Pizza Place | Italian Restaurant | Bank | Bagel Shop | Grocery Store | Mexican Restaurant | Mobile Phone Shop | Donut Shop | Sandwich Place | Coffee Shop |
| 60 | NY | Bensonhurst | Chinese Restaurant | Italian Restaurant | Sushi Restaurant | Pizza Place | Donut Shop | Ice Cream Shop | Dessert Shop | Cha Chaan Teng | Supermarket | Smoke Shop |
| 61 | NY | Brighton Beach | Russian Restaurant | Beach | Restaurant | Mobile Phone Shop | Bank | Eastern European Restaurant | Pharmacy | Sushi Restaurant | Donut Shop | Gourmet Shop |
| 62 | NY | Prospect Lefferts Gardens | Café | Pizza Place | Caribbean Restaurant | Chinese Restaurant | Sushi Restaurant | Supermarket | Bakery | Indian Restaurant | Garden | Grocery Store |
| 63 | NY | North Side | Coffee Shop | Pizza Place | Yoga Studio | Bakery | Wine Bar | Vegetarian / Vegan Restaurant | Sushi Restaurant | Shoe Store | Salon / Barbershop | Juice Bar |
| 64 | NY | South Side | Bar | Coffee Shop | American Restaurant | Pizza Place | Wine Bar | Yoga Studio | South American Restaurant | Caribbean Restaurant | Cycle Studio | Grocery Store |
| 65 | NY | Yorkville | Italian Restaurant | Coffee Shop | Sushi Restaurant | Gym | Japanese Restaurant | Bar | Diner | Deli / Bodega | Ice Cream Shop | Pizza Place |
| 66 | NY | Lenox Hill | Italian Restaurant | Café | Pizza Place | Sushi Restaurant | Bank | Gym / Fitness Center | Burger Joint | Cocktail Bar | Coffee Shop | Gym |
| 67 | NY | Midtown | Clothing Store | Hotel | Spa | Theater | Food Truck | Coffee Shop | Sushi Restaurant | Bakery | Bookstore | Pizza Place |
| 68 | NY | Greenwich Village | Italian Restaurant | Clothing Store | Sushi Restaurant | Dessert Shop | Indian Restaurant | Café | Coffee Shop | Seafood Restaurant | Boutique | Gym |
| 69 | NY | Ridgewood | Mobile Phone Shop | Café | Sushi Restaurant | Bank | Pizza Place | Grocery Store | Bakery | German Restaurant | Mexican Restaurant | Greek Restaurant |

Conclusions

- the Toronto neighborhood Little Portugal, Trinity should be selected as a candidate to open a new Sushi restaurant