Business Problem/Data Description

Business Problem

John is interested in opening a food truck in the Toronto area. The food will be a modern twist on American classics. His main question is which areas he should bring the food truck to. He has discerned through qualitative research that there are some ideal venues that support food truck success. John's question is therefore which areas have the most of these venues.

These venues are

1. universities/colleges
2. park
3. public libraries
4. event spaces.

The goal is to create a map that shows where clusters of these can occur so that John can go to the areas and have a successful food truck.

Data

The data will come from Foursquare with the intent of locating the aforementioned venues across Toronto.

The first step will be to gather the data from Foursqaure in these general categories.

1. universities/colleges
2. park
3. public libraries
4. event spaces.

The second step will involve cleaning the data frame so that it only contains the appropriate information

- Address, type of venue, name, latitude, longitude

The third step will be creating a data frame with all of this information in one.

The final step is to visualize and possibly run some simple KNN regression to see which areas would be the ideal for him to take the food truck to maximize customers.