

Introduction of business problem

The Food truck business is a fast-growing industry. It has been growing for years into today's existing market segment. Although the restaurant industry has moved up at the growth rate of 2% yearly, the food truck industry has a huge 7.9% annual growth rate for the past 5 years. One of the main reasons for this growth is the low start-up cost of a food truck business which is approximately \$50,000 to \$100,000, with \$250,000 to \$500,000 expected annual revenue. In addition, the traditional food truck industry has provided other unique and creative opportunities for businesses.

My business idea is to set up a food truck in an appropriate locality in the New York city which would serve Indian food at reasonable cost. Appropriate location would include shopping malls and big marts where families spend most of their weekends. Grabbing a bite of tasty Indian food after long hours of tiresome shopping could make anybody's day. Also, the craze for eating organic and healthy food has taken an emerging trend. Healthy and reasonable Indian snacks could be the best option on people's list.

Data that will used to solve the problem

New York is the most populous city in the United States. The city contains 5 boroughs. The city has attracted tourists from all around the globe. The city is known for its busy lifestyle the city not only has historical tourist locations but also rich and modern attractions such as shopping malls & parks.

The data which I shall be using to conduct my analysis would include:

- Data related to Neighbourhood, Borough, Latitude and Longitude
- Locational data extracted from Foursquare

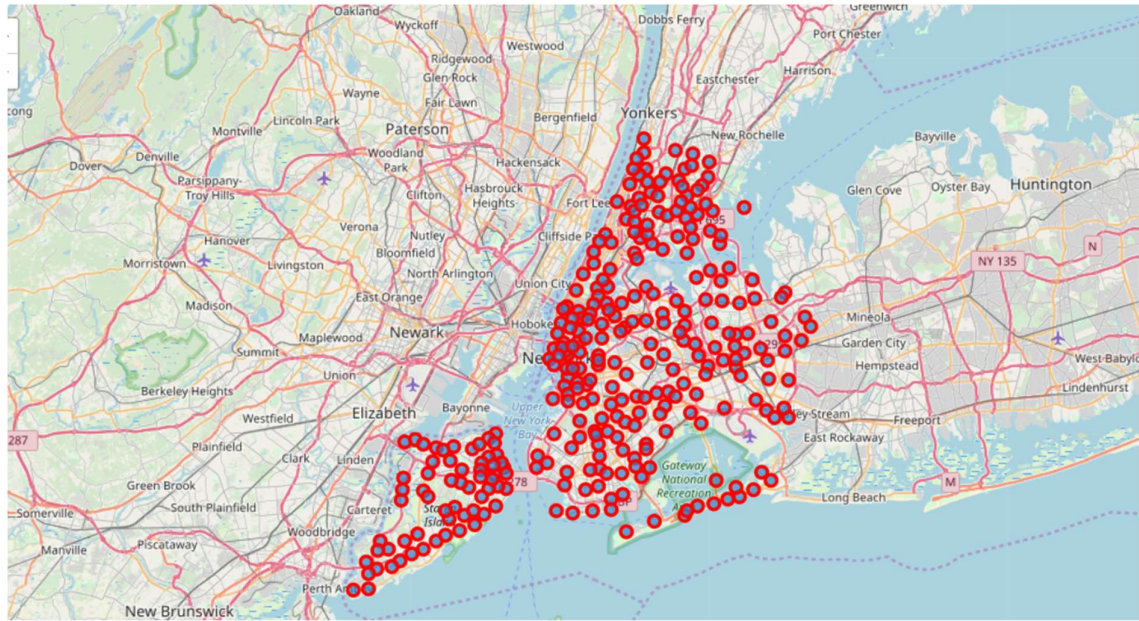
The data would help me locate the areas where modern shopping centres are located. Analyzing the locational data around the shopping malls would help me evaluate the appropriate location for setting up my Indian food truck.

In such a way, I will be able to narrow down few locations before I commence the feasibility study of starting my business

Methodology

- Data is extracted from the json file containing the neighbourhood data along with latitude and longitude details of each neighbourhood
- A Dataframe of neighbourhood data is created from the extracted data
- Various neighbourhoods in New York city are plotted on the map after finding the coordinates of New York city

Map of Neighbourhoods



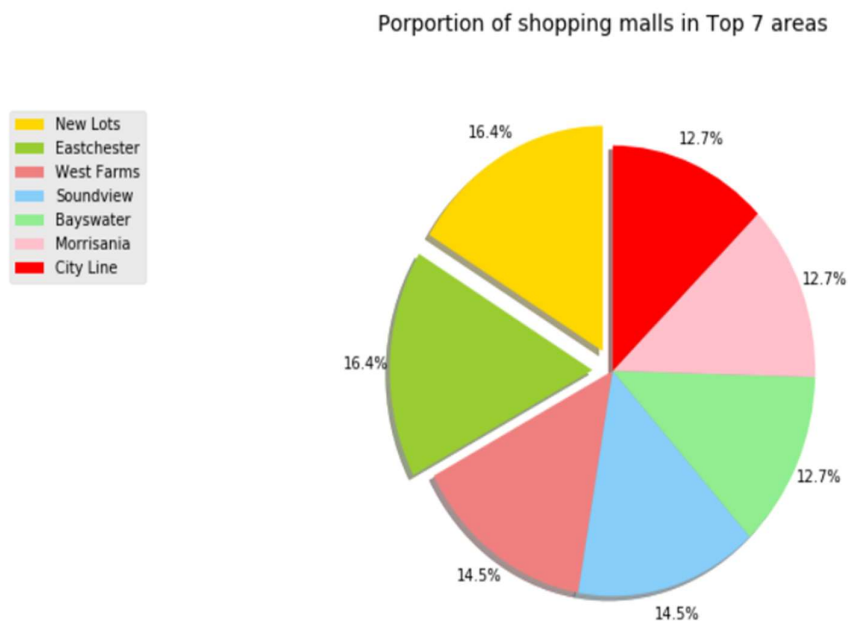
- Data related to various venues in each neighbourhood has been extracted from Foursquare
- A Dataframe of venues in each neighbourhood has been created to analyse each neighbourhood for further analysis
- After visualizing the data of top 7 locations which contain the greatest the number of shopping malls, a pie chart is created for analysing proportion of shopping locations in each of the top 7 locations

Analysis of Top 7 locations

	Shopping Mall	Shopping Plaza	Street Food Gathering	Supermarket	Plaza	Outlet Mall	Outlet Store	Supplement Shop	Warehouse Store	Total
Neighborhood										
New Lots	1	0	0	4	2	0	0	1	1	9
Eastchester	5	0	0	2	0	0	0	1	1	9
West Farms	1	0	0	4	2	0	0	1	0	8
Soundview	0	0	0	6	2	0	0	0	0	8
Bayswater	1	0	0	5	0	0	0	0	1	7
Morrisania	0	0	0	5	0	0	0	2	0	7
City Line	0	0	0	7	0	0	0	0	0	7

Results

After making the pie chart of top 7 locations, we understand the proportion of shopping locations in the top 7 neighbourhoods. These 7 locations can be used for further analysis for the purpose of preparing a feasibility report.



Recommendations

After careful consideration, it seems that New Lots and East Chester have the greatest proportion of required locations. On further observation and analysis of data set, we understand that East Chester has 5 shopping malls while New Lots has 4 super marts.

Conclusion

After further analysis of East Chester and New Lots can be considered for our the set up of Food Truck. We will have to further conduct a feasibility study of each of these locations to understand other factors which need to considered before finalizing the business idea. Other factors could include popularity of malls, rental charges for setting up food trucks, electricity and other connection charges if any, regulatory approvals required if any