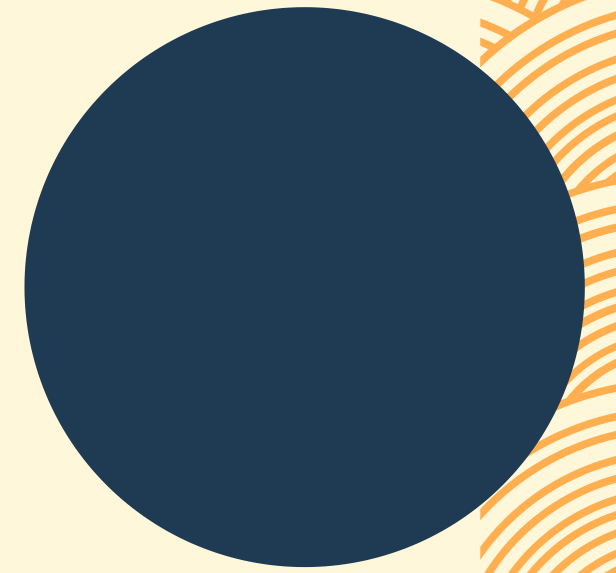# FINAL REPORT

Team - 18

RESEARCH INCENTIVE
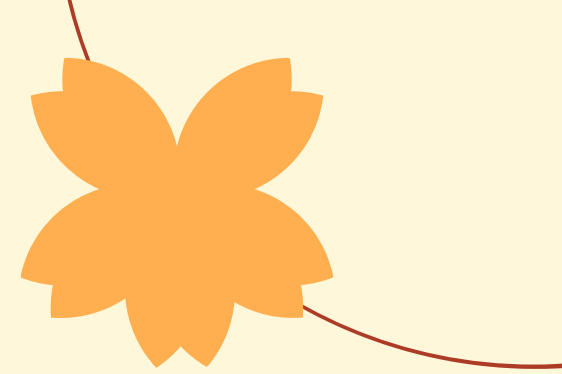
We Love Chinese Fast Food !

We Hate Panda Express !

We want a new restaurant to compete with Panda !

RESEARCH QUESTRIONAS

Q1

Top 10 Highest "population-to-store" counties

$$\frac{\text{Poupulation in the conty}}{\text{Panda Express numbers In the county}}$$

Q2

Top 10 Highest customer growth counties

Visitors increase from January to May

Q3

Demographic profile differences with the reference group.

Counties with lowest ratio =Reference group

Reference group demography (Income, eduction)

V.S.

Demography Profile of Q1, Q2

RECOMEDATION

Recommendation A:
Focus on Highest "Population-to-Store" Ratio

- Largest potential customer
- Lower familiarity with Chinese fast food

Middlesex County, MA
Bronx County, NY
Rogers County, OK

Recommendation B:
Focus on Highest Customer Growth

- Strong existing demand for Chinese fast food
- Higher competition

Livingston Parish, LA
Butler County, MO
Johnson County, IA