Project Healthy Food startup

Go back in time 4 years…

Today
is
14 Jan 2018

Mission Statement
(Business Understanding)

We're here to make healthy food uncomplicated, so you can focus on living well.

That means no strict diets, uninspiring salads or intimidating protein bowls.

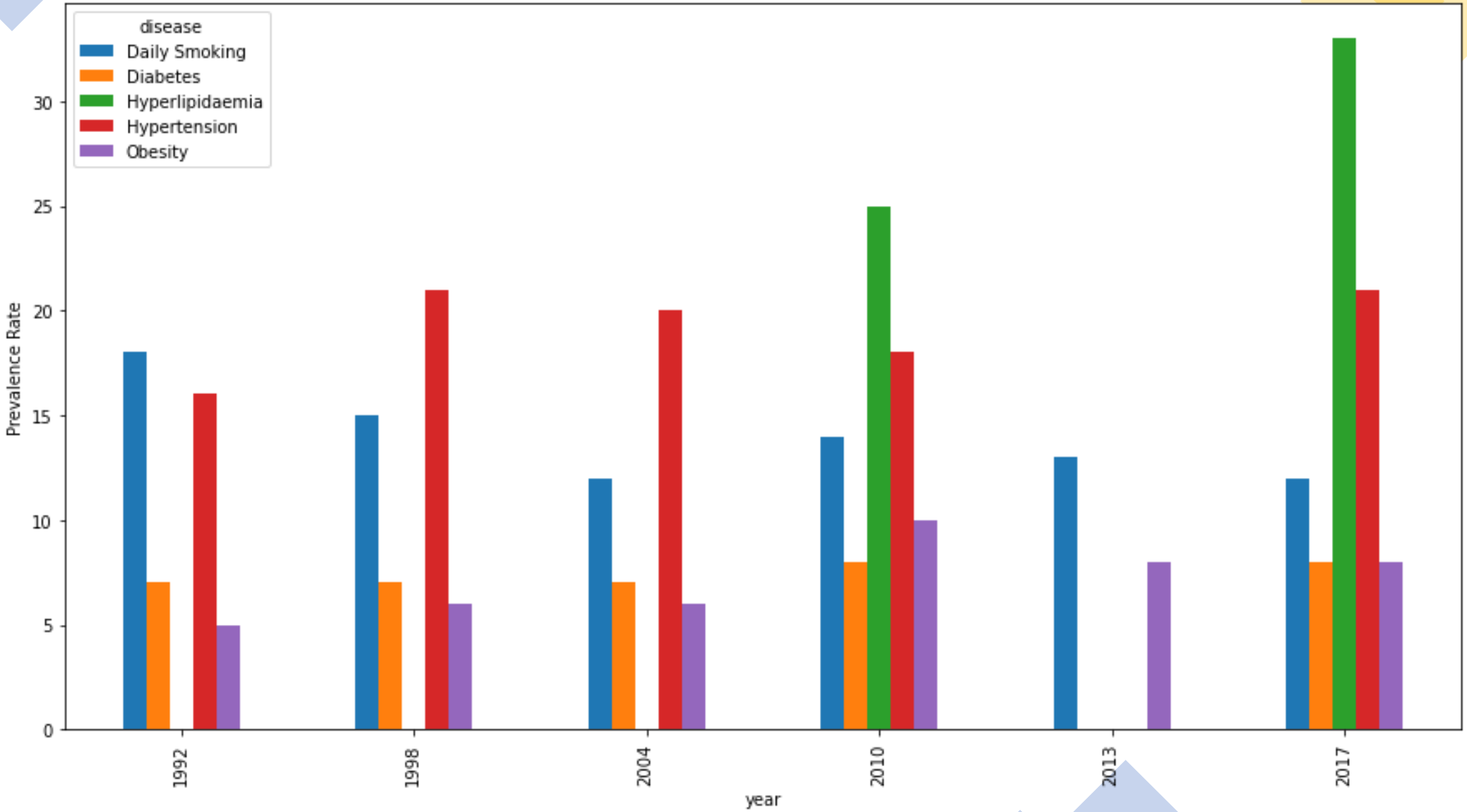
We believe in real food for real people. Tasty meals that nourish your body and feed your goals.

Business Problems

(Data Understanding)

Why is it important for us do this business?
What are the opportunities and threats that we can look out for to sustain?
Where are recommended location to start?
When is the good time to lease a commercial property?
Who are people that most benefited from us?
How many food establishments currently?

Why is it important to establish our business into the marketplace?
(Data Understanding)


disease
Daily Smoking
Diabetes
Hyperlipidaemia
Hypertension
Obesity
Prevalence Rate
0
5
10
15
20
25
30
1992
1998
2004
2010
2013
2017
year

Introduction to Hyperlipidemia

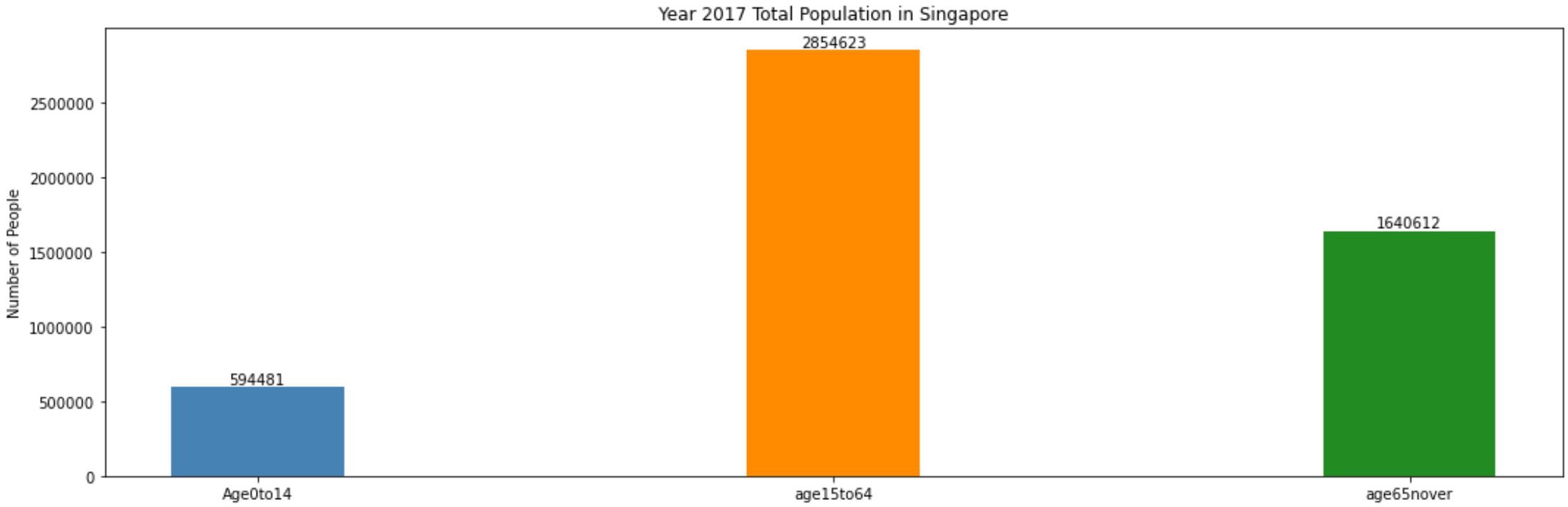
Hyperlipidemia (high levels of lipids in the blood) is one of the main risk factors for coronary heart disease and stroke.
Coronary heart disease is second only to cancer as a leading cause of death in Singapore. It is therefore important to understand more about hyperlipidemia and how to control it.

What are the opportunities and threats that we can look out for to sustain our business?
(Data Understanding)

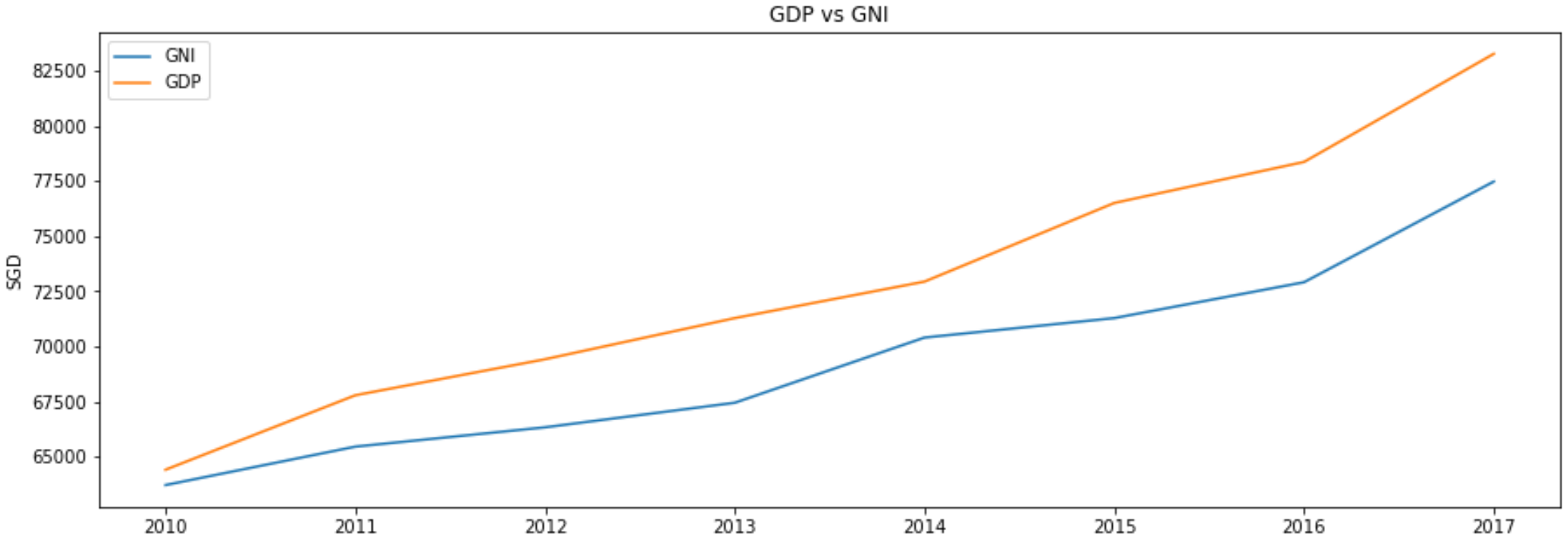
Overview of some key data of Singapore
(Data Preparation)

- Population
- GDP
- Number of Outlets In Singapore
- Hotspot

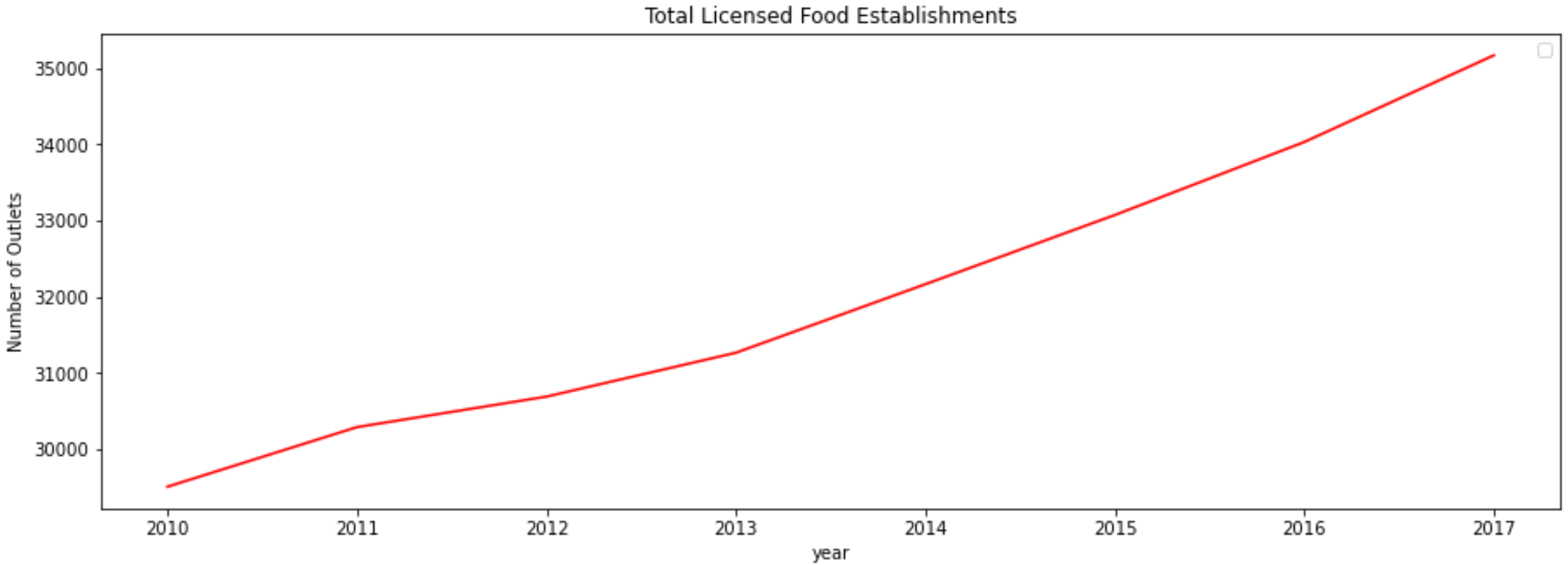
Population


Year 2017 Total Population in Singapore
Number of People
0
500000
1000000
1500000
2000000
2500000
594481
2854623
1640612
Age0to14
age15to64
age65nover

Singapore GDP and GNI (Per capita Annually)



Total Licensed Food Establishments



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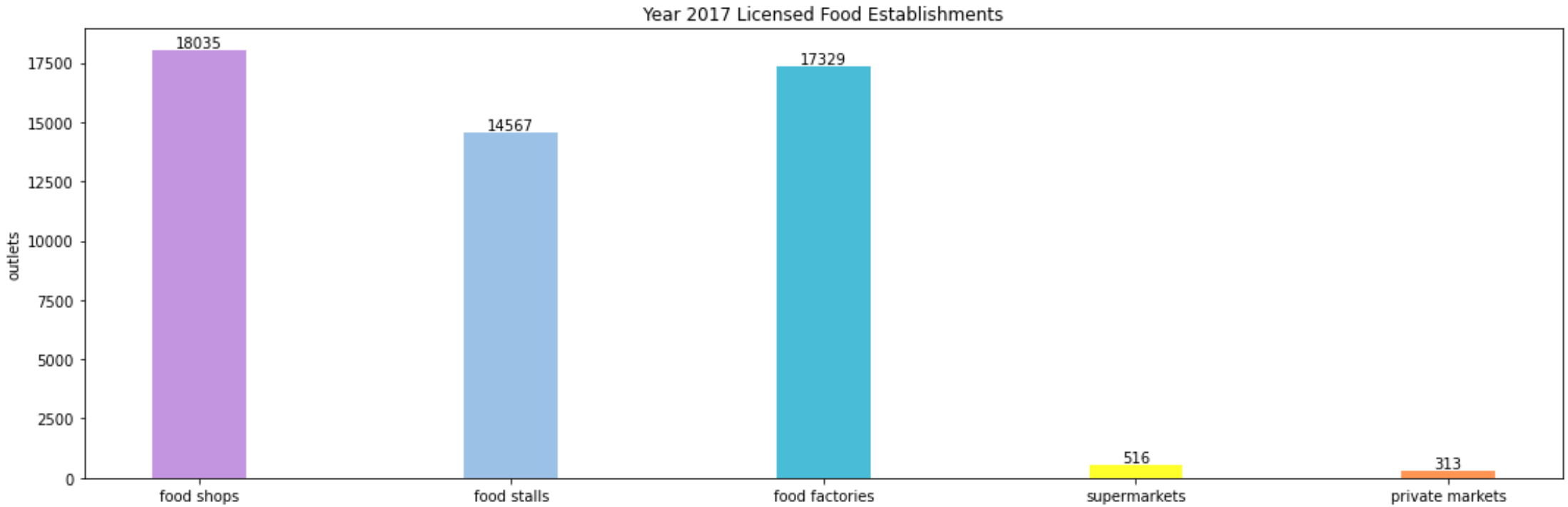
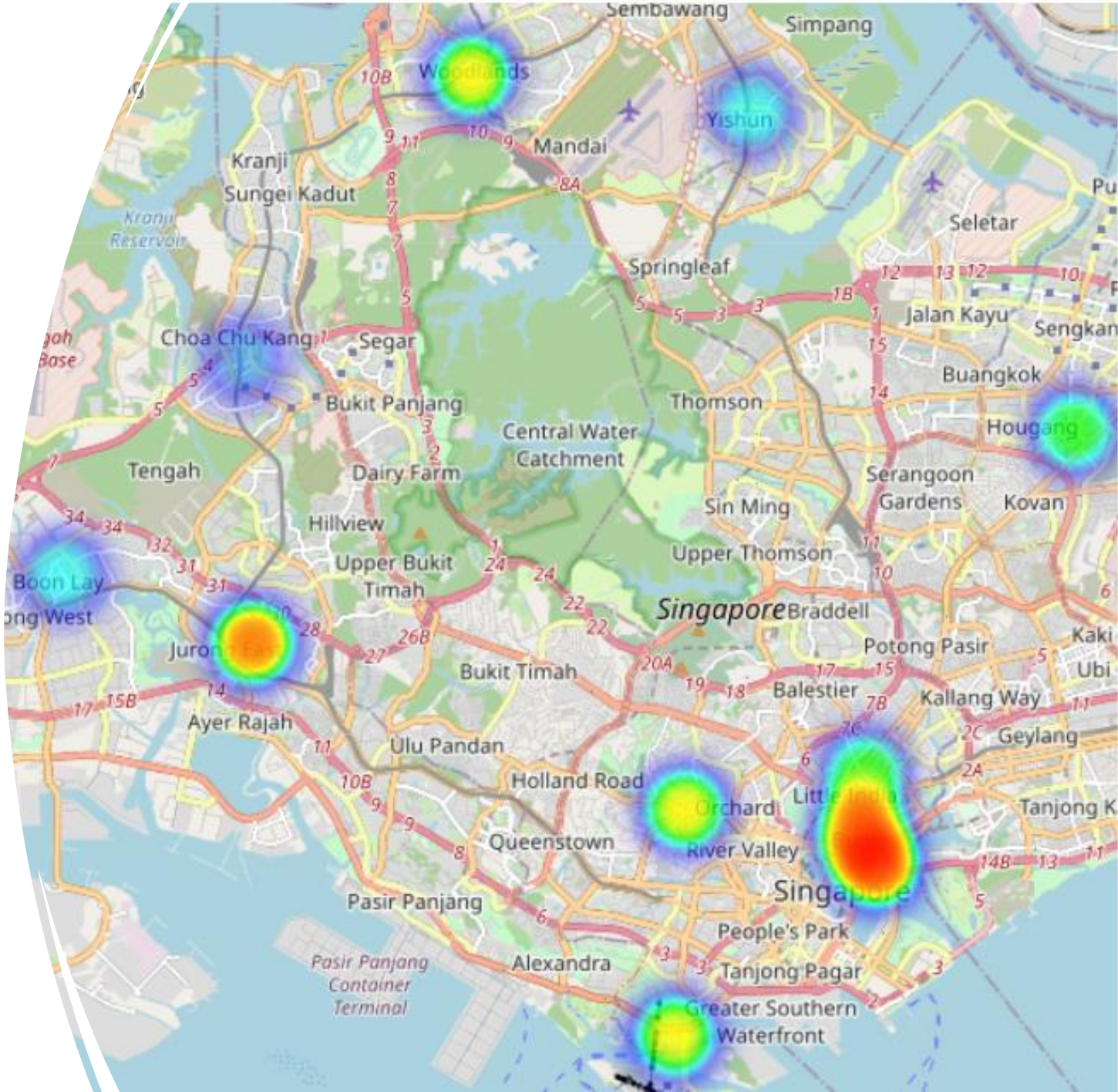


Where are the recommended location to start?*

- -One Raffles Place
- -Tanjong pagar centre
- -Bugis Junction
- -IMM
- -Tampines Mall
- -Hougang Mall
- -Causeway Point
- -Lot 1
- -Jurong Point



*this is for education purposes only, no real data to back it up

Key Findings

(Data Preparation)

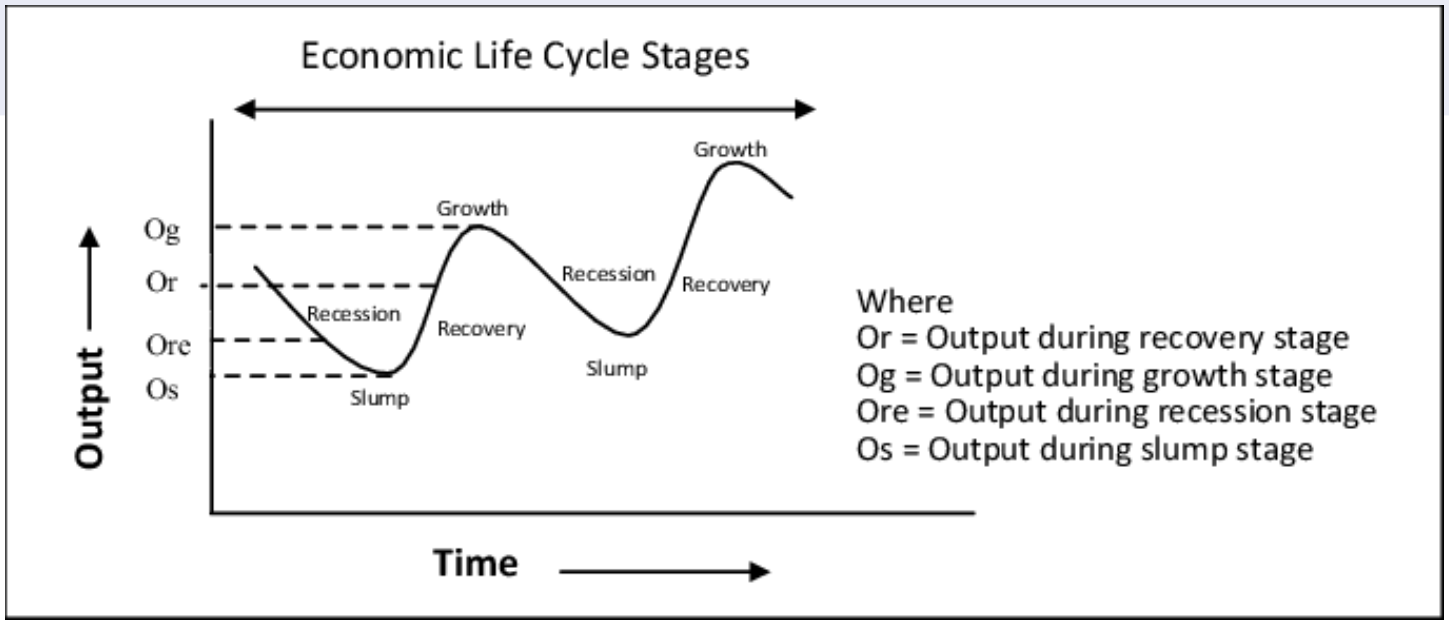
Singapore Population 2017	Age 0 to 14 = 594,481 Age 15 to 64 = 2,854,623 Age 65 over = 1,640,612
Singapore GDP and GNI are on uptrend. Based on Per capita.	Mean income per person annually is about $82,500 SGD.
More and more competitors are coming into the food industry.	Approx. 35,000 outlets and increasing.
The recommendation on the heatmap shows that CBD is the hottest zone to establish our business.	-One Raffles Place -Tanjong Pagar Centre -Bugis Junction

Conclusion

(Evaluation)

Although statistics and studies has shown of rising population. We are at the growth stage economy, therefore if we do not know when we will enter into recession, that will be another problem that we will need to find out. To counter that, we will have to come a risk management plan, to sustain our mission during rainy days.

To answer the question on when is the good time to lease a commercial property. The best time would be on slump, property prices will be less costly at this stage



Future work (Evaluation)

To improve further so we can decide on **modeling** process, upcoming research such as.. timing of operations

-Upcoming developments near the area.

-The number of people visiting in that area.

-What is the ROI

-How much capital to sustain in rainy days.. and more

The End of Business Presentation.

Thank you!

Where you get your data from?

https://www.kaggle.com/anujsahay112/singapore-residents-dataset

https://data.gov.sg/dataset/per-capita-gni-and-per-capita-gdp-at-current-market-prices-annual

https://data.gov.sg/dataset/licensed-food-establishments-by-category-annual

https://www.singstat.gov.sg/-/media/files/publications/reference/yearbook_2018/yos2018.pdf - Food Category

https://www.thedailycut.sg/our-story/ - Mission Statement

Where you get your data from?

https://www.healthhub.sg/a-z/diseases-and-conditions/622/hyperlipidemia

https://data.gov.sg/dataset/prevalence-of-hypertension-diabetes-high-total-cholesterol-obesity-and-daily-smoking

What have you done to clean it?

Let's head to the Jupyter notebook

Thank you