

McDonald's Expansion

For IBM Applied Data Science

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Introduction

McDonald's is an ever-expanding business. It has gotten so large and has so many locations that it's difficult to find locations for new franchisees to expand into. As a potential franchise owner, you would like to know where would be the best location, in Hattiesburg, MS, to build out a new McDonald's location that will bring in the most customers. This project will focus on finding the best locations for McDonald's to increase its revenue and for previously unreachable customers to enjoy the delicious food McDonald's has to offer.

Hattiesburg, MS is not a large town enough town to be overrun by fast food places but populated enough to where a new franchise location can prosper.

Data

This project will use the census data for the town of Hattiesburg, MS to find the most populated location in Hattiesburg, MS so that there is potential for the most amount of customers. We will try to eliminate locations that are within a $\frac{1}{2}$ mile radius of an existing McDonald's location. We will do this using the foursquare api, which consists of one of the largest databases of vanues.