In this project we wanted to create a data analytics tool that would show the popularity and emerging trends among specific specified food categories and regions. Visualizing the data allows for clear insights that are easy to understand. We used historical information to show changes over time in popularity.

This information can have many use cases. Take for example a restauranteur who is looking to open a new restaurant but is not sure as to what type of food to sell or what area to open up the restaurant. Lets say if you are in food marketing, you can have a better idea of what audiences to target and what foods are preferred in what areas.

Between the selected food categories, pizza makes up more than 50% of the data values.