Deciding the next place to open mcdonald's branches

Deciding the next place to open is a valuable for mcdonald's

- Generally, deciding the next spot to open, is important for us as company to make sure that we are not hurting our business and give the chance for our competitors to get our market share and we lose our clients.

- Spotting the next right place to open at.
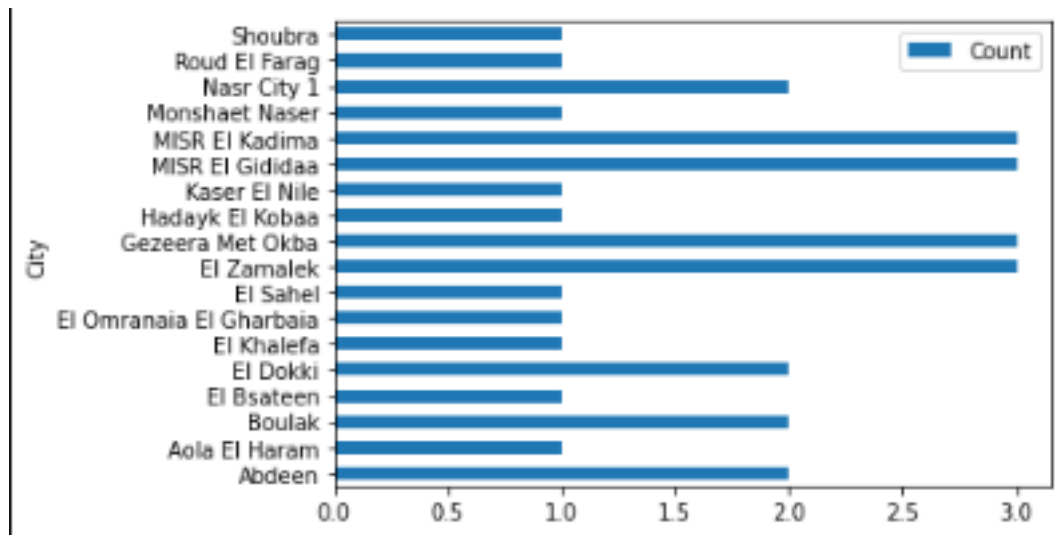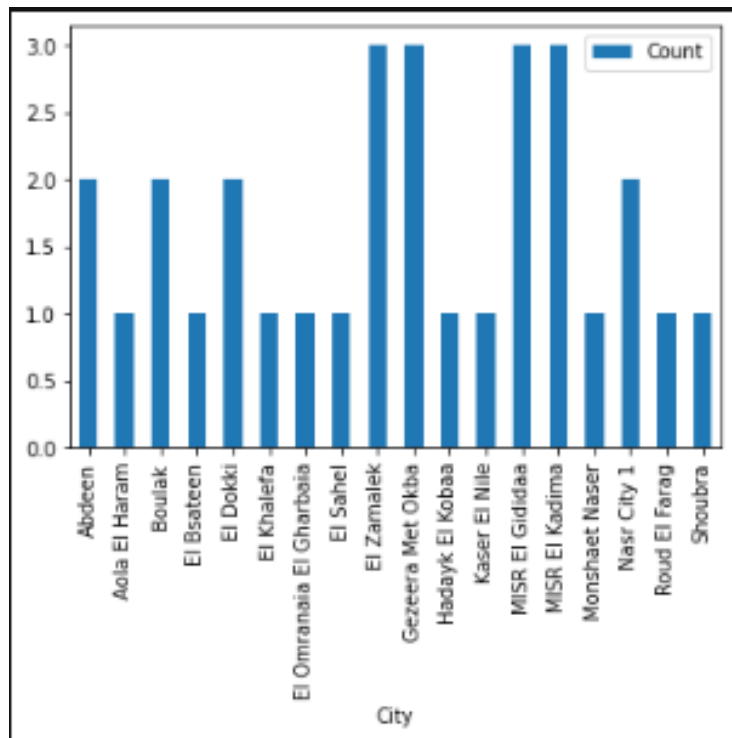 - By mapping our competitors
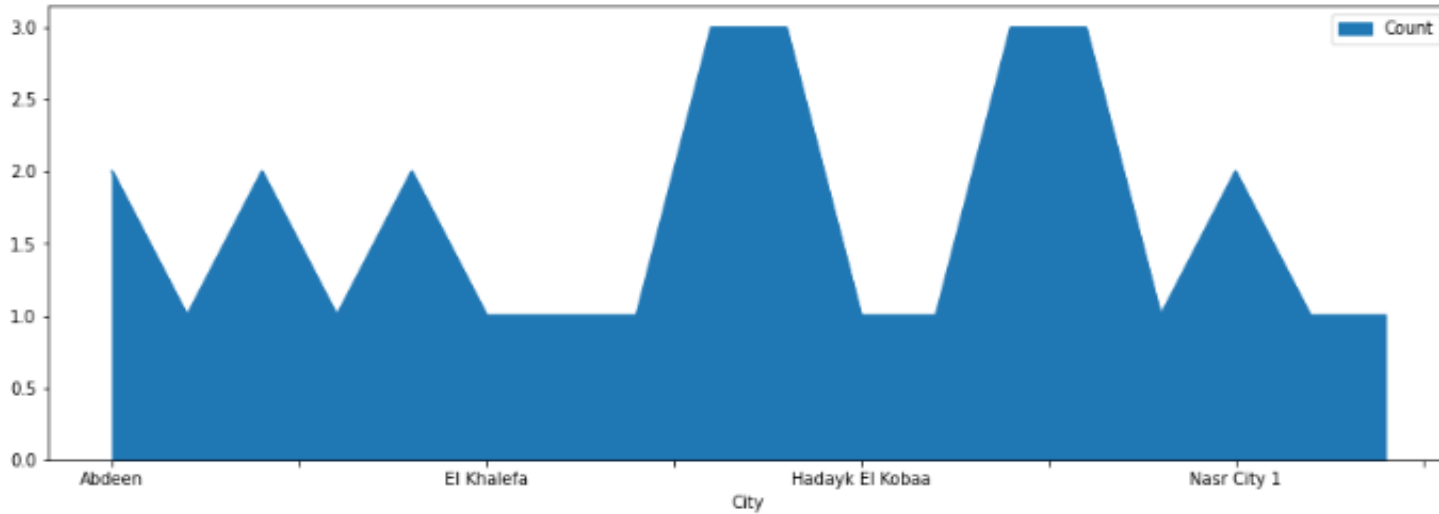 - By mapping our places

Data acquisition and cleaning

- Our branches from the here we go map

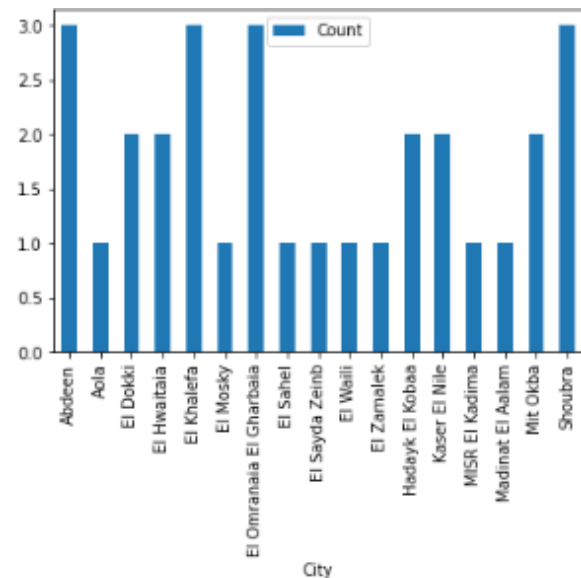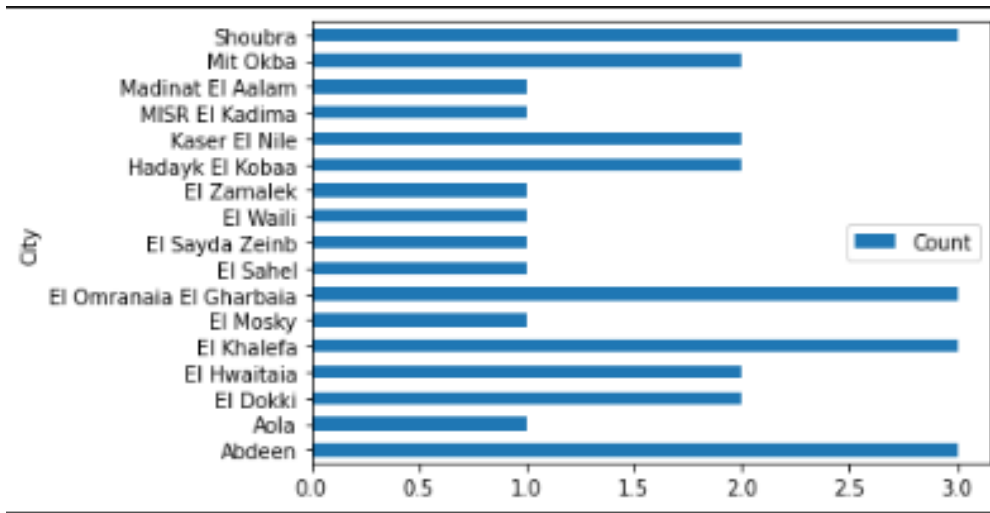- Our competitors branches from the same place
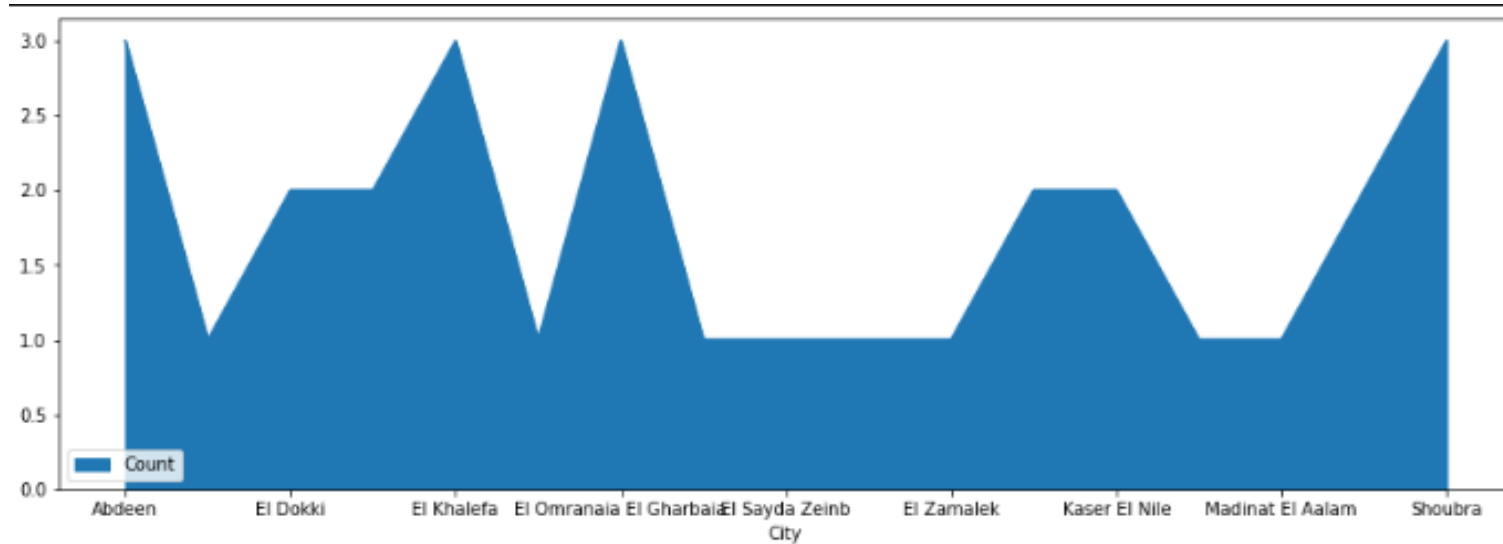
The "bar" and "barh" plots for our branches
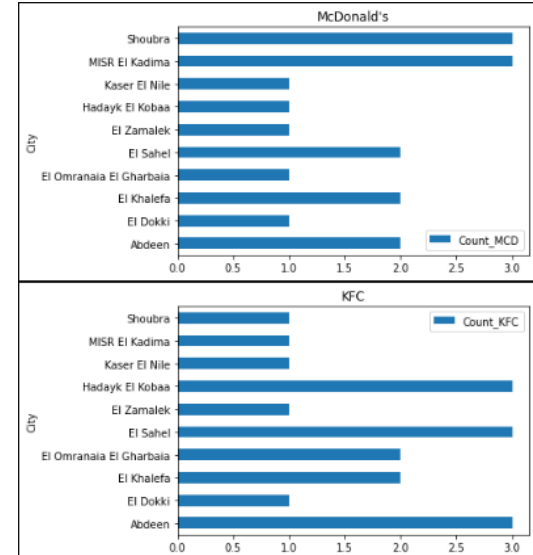
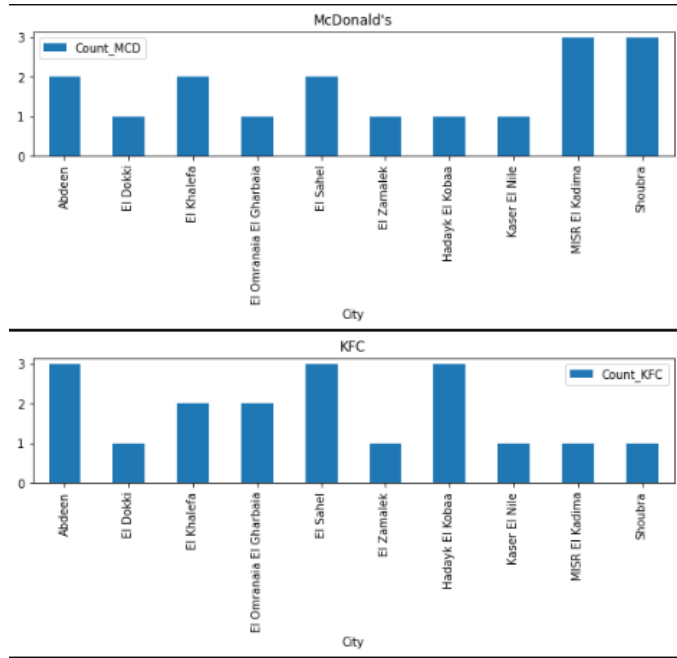# The "area" plot for our branches

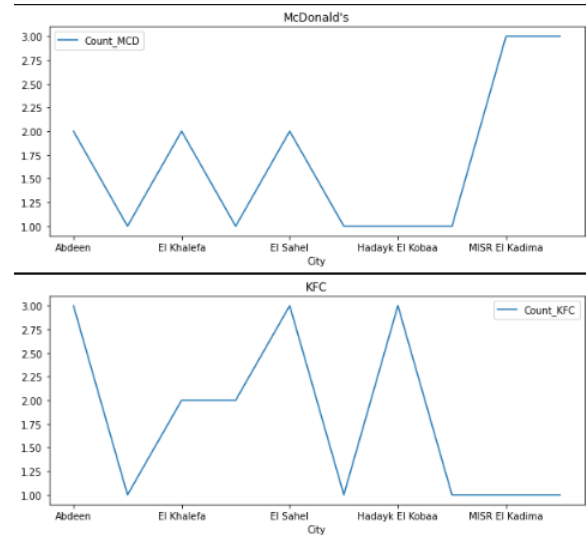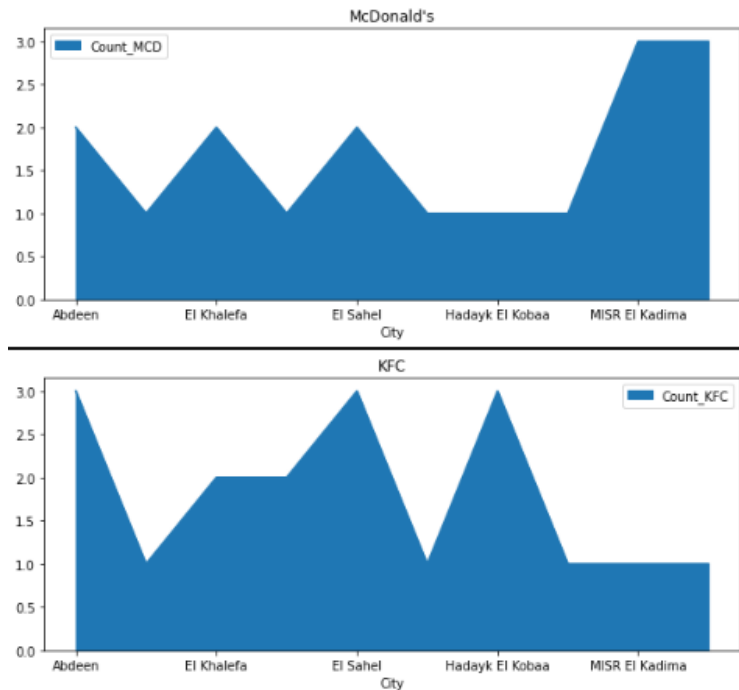# The "bar" and "barh" plots for our competitors (KFC)

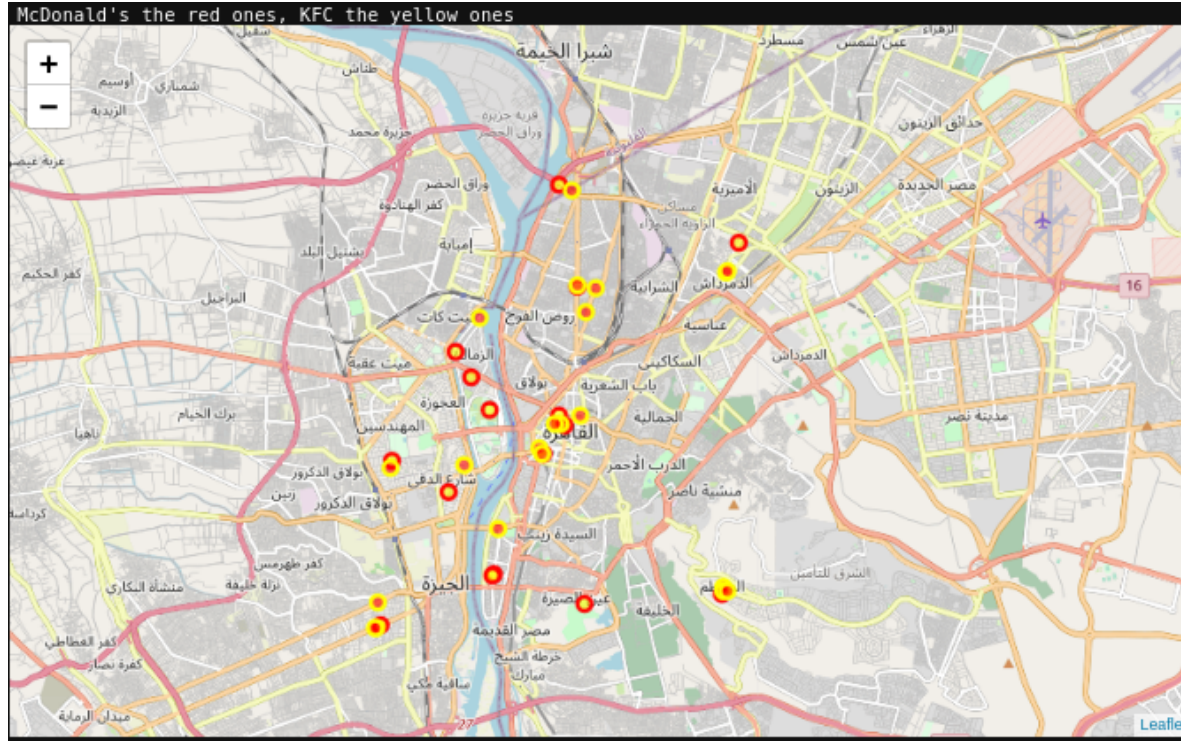# The "area" plot for our competitors (KFC)

The both branches plotted side by side together to show you the differences! (The "bar" and "barh" plots)

The both branches plotted side by side together to show you the differences! (The "area" and "line" plots)

The both branches plotted side by side together to show you the differences! (The map "folium" plots)

Conclusion and future directions

- There is sort of a "pattern" between us and our competitors.
- We got good amount of branches already and proven ourselves in some places too

- Ideas include:
    - We need to open in places that we are already opened at to prove ourselves more, or open in new place then come later open in places that we already opened at and so on.