Food truck business in San Antonio TX

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07/04/2020

Introduction: Starting a food truck snack business

Starting a business besides your current job is always a good idea, now a days the salaries are not always enough to afford the living of a family or just trying to improve our income, so we have the chance to access a better life but also at the beginning we do not want to quit our job because it represents a consistent source of money. In my personal opinion Food trucks are a good option because help us to start our business avoiding the expensive leasing in most of the cities, it also gives flexibility to change location depending on the day of the week, the season, work in fairs, just because of looking for a place with more possible costumers or bad weather in some places.

Problem: Where to park my food truck in San Antonio, TX?

All this idea comes from the fact that I am recently married to my wife who is from San Antonio TX so we plan to move there then I am using this city as location for my project. This idea is mainly about a fast way to provide snacks to people who are basically walking in any place or doing something that takes time for them to be hungry but at the same time they do not want to go to a restaurant so they can get a quick snack!

The must complicated question is where to park our food truck?

Data: The usage of date to find the best place

The idea is to find places that have the same market and or places that may have high amount of people who is doing certain activity and that meanwhile may get hungry, but they have no time to sit in a restaurant.

Places will be:

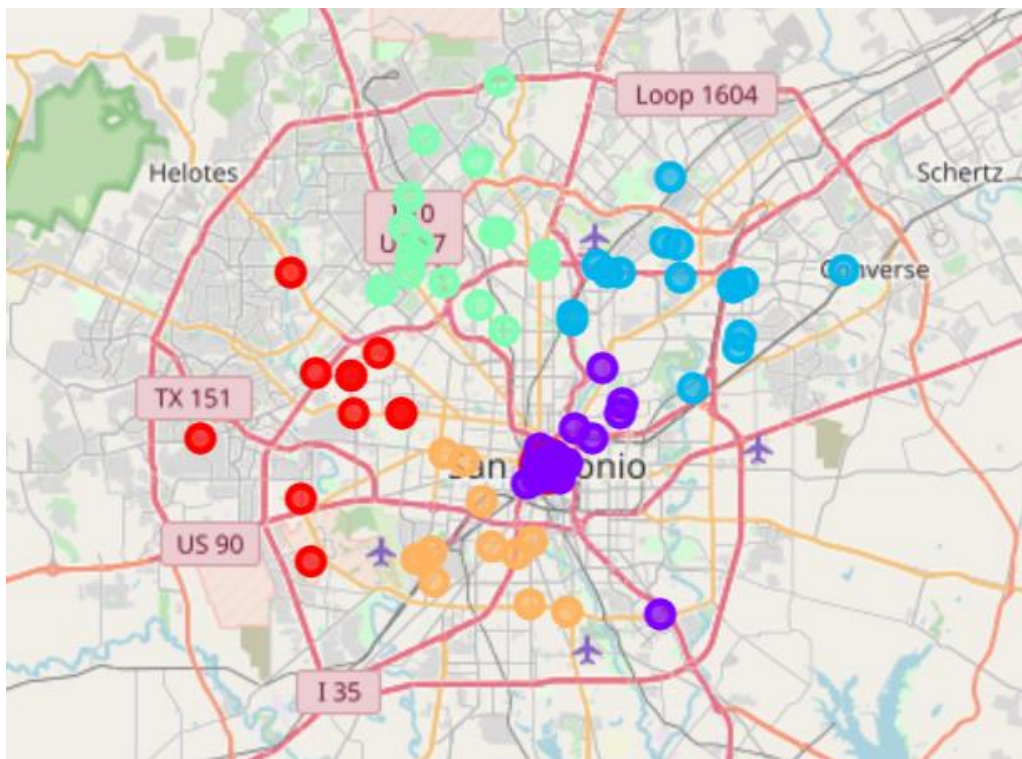Food trucks

Snacks

Desserts

Markets

Places in all of these categories will be searched, because not all of them represent the same amount of chance for adding costumers they will be given with different score, the one on top representing the highest.

Clustering by the distance and then the cluster that according to its score represents the highest possibility for the the food truck to succeed will be chosen.

Methodology: Clustering venues to detect the highest concentration area

All the data collected needs to be gathered into a single Total data frame and then create a data frame that only the location of every place with the one the clustering will be done by using kmeans.

Results and Discussion: Map creation and final

Conclusion
After all was not quite necessary to establish score for every kind of place because at the end the difference of concentration on every cluster was huge, there is no doubt that cluster 0 or Down Town area has a lot of interesting places to locate our food truck.

Cluster Labels	name	lat	lng	location.city	location.state	location.country	Kind of place
0	11	11	11	10	11	11	11
1	40	40	40	38	40	40	40
2	17	17	17	14	17	17	17
3	17	17	17	15	17	17	17
4	12	12	12	12	12	12	12

Also, is necessary to include that a further analysis of this places would be needed because most of them are not completely public or allow any kind of food business within their area, also information related to fees can change our decision.