

# Ice Cream Shop Opportunity in Sandy Springs, GA

Applied Data Science Capstone

Jeffrey Grant  
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# Introduction

- I am interested in opening an ice cream shop somewhere in the Sandy Springs suburb of Atlanta
- According to a variety of websites, it is recommended that you consider the following:
  - Be in an area that has a lot of foot traffic, especially in the Spring and Summer
  - Open the shop near restaurants, parks, athletic fields, beach, schools or other places where most families with their children tend to stroll during the warmer months
  - It should be easily accessible both by foot and by car
  - Be able to accommodate a lot of customers, not just inside your store but also when it comes to parking spaces
- I think that Sandy Springs, GA offers a unique opportunity with an area that fits the profile of the ideal ice cream consumer

# Data

- To figure out where to establish an ice cream shop, I intend to:
  - Leverage Foursquare data that will look at the current locations of ice cream shops around the area, to see where there are availabilities and attractive locations based on parking, school locations, parks and rec areas, restaurant adjacency, etc.
  - Leverage publicly available data on Fulton County demographics to find the most ideal location based on households with families.
    - <https://gisdata.fultoncountyga.gov/datasets/GARC::household-composition-by-zip-code-2018/data>
  - Leverage OpenDataDE for json file on the State of Georgia for zip code level information
    - <https://github.com/OpenDataDE/State-zip-code-GeoJSON/find/master>
  - Leverage Kaggle for revenue data on ice cream sales

# Methodology

- Use demographic data to prove that Sandy Springs is a good area to open an ice cream store because of the percentage of available families with kids
- Use Choropleth and folium mapping to figure out the best areas to open an ice cream store based on parking, restaurant adjacencies, proximity to schools
- Use recent data from Kaggle to determine the relationship that good weather, available in Atlanta for a long stretch of the year, has a positive effect on revenue