LOCATION INTELLIGENCE

Food trucks are a staple for many people especially during lunch. They operate on a business model that depends on the location. Food truck in general, offer similar lunch options at approximately the same price, which makes it difficult for businesses to distinguish themselves from nearby competitors. The location of food trucks can therefore determine whether a company succeeds or fails.

DATA

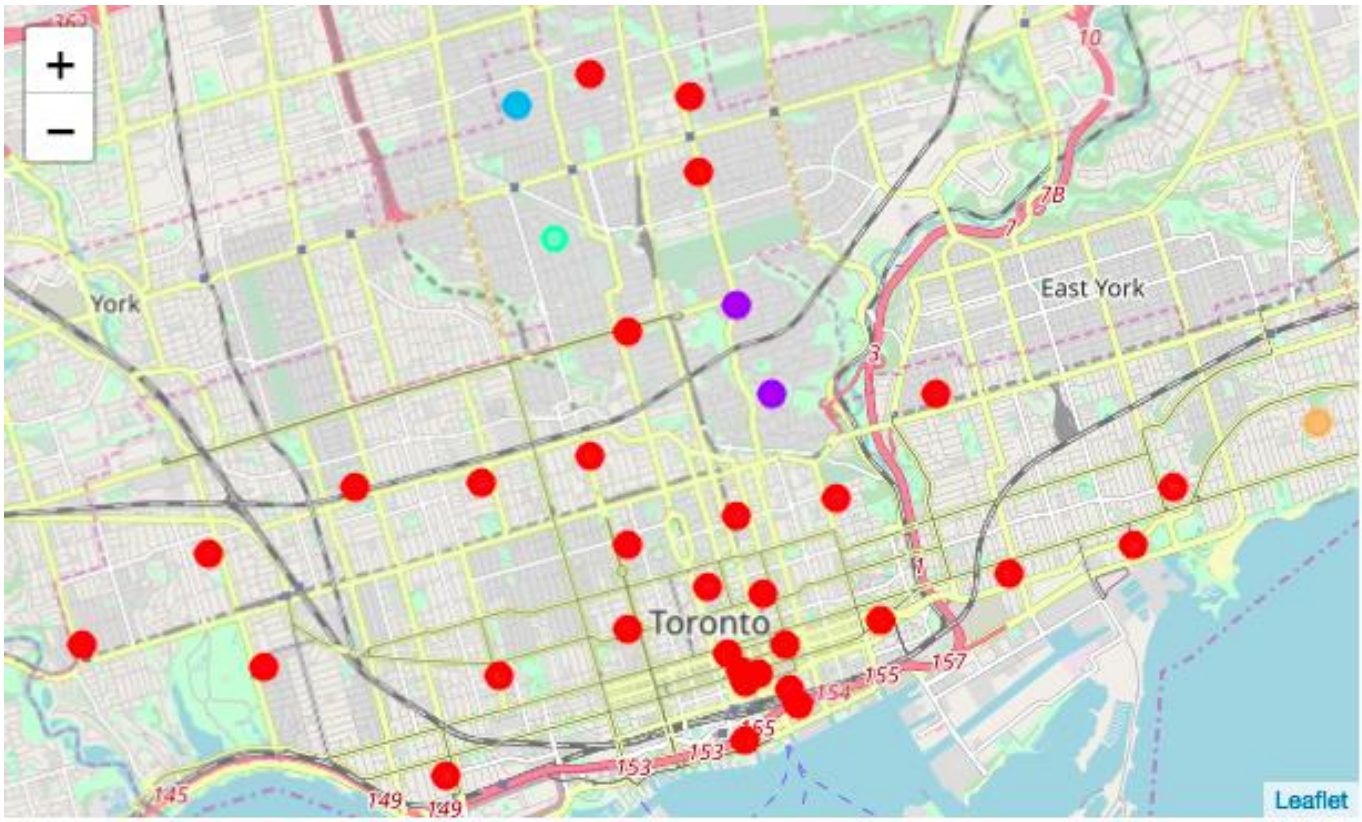
Data will be retreived from :https://en.wikipedia.org/wiki/List_of_postal_codes_of_Canada:_M A dataframe of boroughs with related coordinates will be created and the the Foursquare API: https://developer.foursquare.com will be used to explore each borough to retreive locations of different venues.

The venues of the neighborhoods will then be clustered together using K-means clustering based on defining categories.

METHODOLOGY

Searched different venues using in a pre-determined area and looked at the top venues in the area. After gathering the venues, a cluster analysis is executed to group the neighborhoods that are similar. This gives a visual on which locations could potentially be profitable to set up a food truck.

RESULTS



The clusters in red, towards the downtown area of Toronto would be ideal to set up a food truck due to the number of venues and business establishments there and foot traffic of the downtown area. This analysis can also be used to plan routes so as to effectively manage time.

CONCLUSION

This analysis, however, lacks other data that could improve the analysis such as revenue models, current performance of each site. By adding more data to this analysis, we can further improve and optimize a better model for choosing the suitable location.