Group members: Jenny Wang, Chenyi Wei, Li Zhou, Sicheng Yun

• What is your specific area of interest?

We are interested in the fast food industry in Boston because fast food consumers could have interesting clusters of groups that split them based on their career, salary, gender and ect. We can get a general idea of which fast food is most viewed in the Boston area, how many users are browsing American fast food as well as Chinese fast food, and think about the multiple possibilities for their meals. Based on this, we can roughly deduce which types of stores are potential competitors, and at the same time, we can determine whether there are possible business opportunities in the area based on the browsing records of different areas.

• Why is it more important than other areas?

The first reason is because food is important to us. The second reason is that the food industry, especially fast food, has a lot of traffic and contains a lot of data. The form of the cell phone track data perfectly fits these features. The third reason is due to the pandemic at the current time, a lot of industry chains, especially industries that majorly focus on in-person service were severely damaged, fast food industry is a representative. From our perspective, further analysis of past statistics in the Boston area can provide at least some likely patterns that can promote the future recovery of the fast food industry.

• Why is the cell phone tracking data fit for your interest?

Data is determined by phones’ records, a larger percentage of phone users make the data represent more of the population. In this case, since Boston is one of the ten cities that have the highest phone ownership rates, this makes the data comparably objective. Besides, the fast food industry depends on phone usage a lot. For instance, visiting a restaurant requires a searching step before the consumption happens, which mostly happens on the phone, and the map usage and directing process, as well as the social connection with others, is another dimension that requires the existence of the phone when relating to food industries.

Finally, customers of the fast food industry tend to pay directly through the phone, which further ensures the existence of electronic devices. Also, the online service of the fast food industry has regional limits, which makes the statistics represented by phone more accurate. For instance, keeping the same residential area, customers can buy things like clothes from another state, but can only order food from locations near them. Customers may also tend to make decisions in places other than the store, such behavior further ensures the existence of electronic devices.