**BUS 211 GROUP 5**

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Our group’s area of ​​greatest interest is the food industry, which includes restaurants, cafes, and some that have been impacted by the pandemic. We hope to analyze the operating conditions of the Boston food industry in the past period by analyzing these data.

There are many reasons why we choose the restaurant industry and consider it more important than others. First, diet is a daily requirement for everyone. At the same time, the catering industry has always been the consumption center of a city. Second, there is the least chance of bias in restaurant statistics, which means that the restaurant industry data is relatively accurate. Based on the data collection pattern, it collects data on who visits the store and when. Unlike other stores, the visit time of restaurants is usually very long. This also means that the probability of leaving immediately after entering the store will be very small, which will reduce bias.

We chose cell phone tracking data for three reasons. First, cell phone tracking data is more accurate and complete than other statistics because most people always carry their cell phones with them. Ordering food with a QR code or paying with NFC increases data reliability. Second, in the data, we can see that there is brand information. We can analyze the consumption habits of Boston citizens through mobile phone brands. Also, we can see which restaurants are more popular. Third, mobile phones usually reveal more information, although we are always avoiding the leakage of personal information. It is unavoidable that people will use their mobile phones while waiting for food or takeaway, and we believe these data are reliable data to support our analysis.