Introduction / Business Problem:

An investor in Toronto would like to start a new business “Snacks On Wheels”, a moving snack shop on trailer which supply Coffee, Ice Cream and other Snacks on various locations within city of Toronto and its neighborhood. The Snacks on Wheels will park at different locations in Toronto and provide its services to customers depend on time to time demands. So the business problem is to identify the ideal location for each parking so that the sales can be maximized. Also the trailer need to move different location depends on demand, even though such moment results some additional set up expenses (shop close expense of current location + set up expense of new location, like parking fee, waste management expense etc.) . So this investor need a data analysis support which guides him to choose the correct locations, hourly basis, based on “trending venues nearby”, and distance from current location. He doesn’t want to move to most trending venue if such venue falls in certain category (e.g.: restaurants) or distance is more than certain limit.

In summary, a business in Toronto required a data analysis support to find out an optimal location “to park” the Snacks on wheel trailer based on trending venues nearby, category and distance , within predefined radius.