1. Description of the Data and How it will be used to Solve the Problem
   1. Demographics in SA2 Areas according to age

(<http://statsnz.maps.arcgis.com/apps/MapSeries/index.html?appid=3fbdb156fd054beea5a62bdd2e596c6e>)

**Description**: It shows the population per SA2 area according to age.

**How will it be used to solve the problem**: It will show how many of the target population according to age are at the vicinity of the proposed franchise outlet.

* 1. Labour market statistics

(See <https://www.stats.govt.nz/information-releases/labour-market-statistics-income-june-2019-quarter>)

**Description**: It shows statistics about the labour market in NZ.

**How will it be used to solve the problem**: It will show the statistics about the salaries in NZ thereby indicating which income bracket are the target demographics of the fast food.

* 1. Salary information per Auckland suburb

(<http://nzdotstat.stats.govt.nz/wbos/Index.aspx>)

**Description**: It shows the percentage of population per salary bracket.

**How will it be used to solve the problem**: It will show how many of the target population according to income are at the vicinity of the proposed franchise outlet.

* 1. Auckland Zoning Requirements (<https://unitaryplan.aucklandcouncil.govt.nz/Pages/Plan/Book.aspx?exhibit=AucklandUnitaryPlan_Print>)

**Description:** This data provides the Auckland council zoning requirements.

**How will it be used to solve the problem:** It shows which areas are allowed for commercial business specifically for the fast food outlet. It eliminates areas that are do not comply with council requirements.

* 1. Foursquare Location Data

**Description:** This data provides the location information for the presence of police, groceries, parking etc.

**How will it be used to solve the problem:** It shows information on parking, police and groceries that are the criteria in selecting a specific location for the fast food outlet.