

Where should
Subway open their
newest store?

Introduction

Subway has had a drop in foot traffic of 25 percent over the last several years, and wants to open a new store in an Amusement Park in Virginia, to increase their profitability. We analyzed the Safegraph data on restaurants and amusement parks in Virginia, and found some interesting insights!



Fast food restaurants have a quicker wait line, perfect for the average amusement park visitor.

AFFORDABILITY ALSO MATTERS!

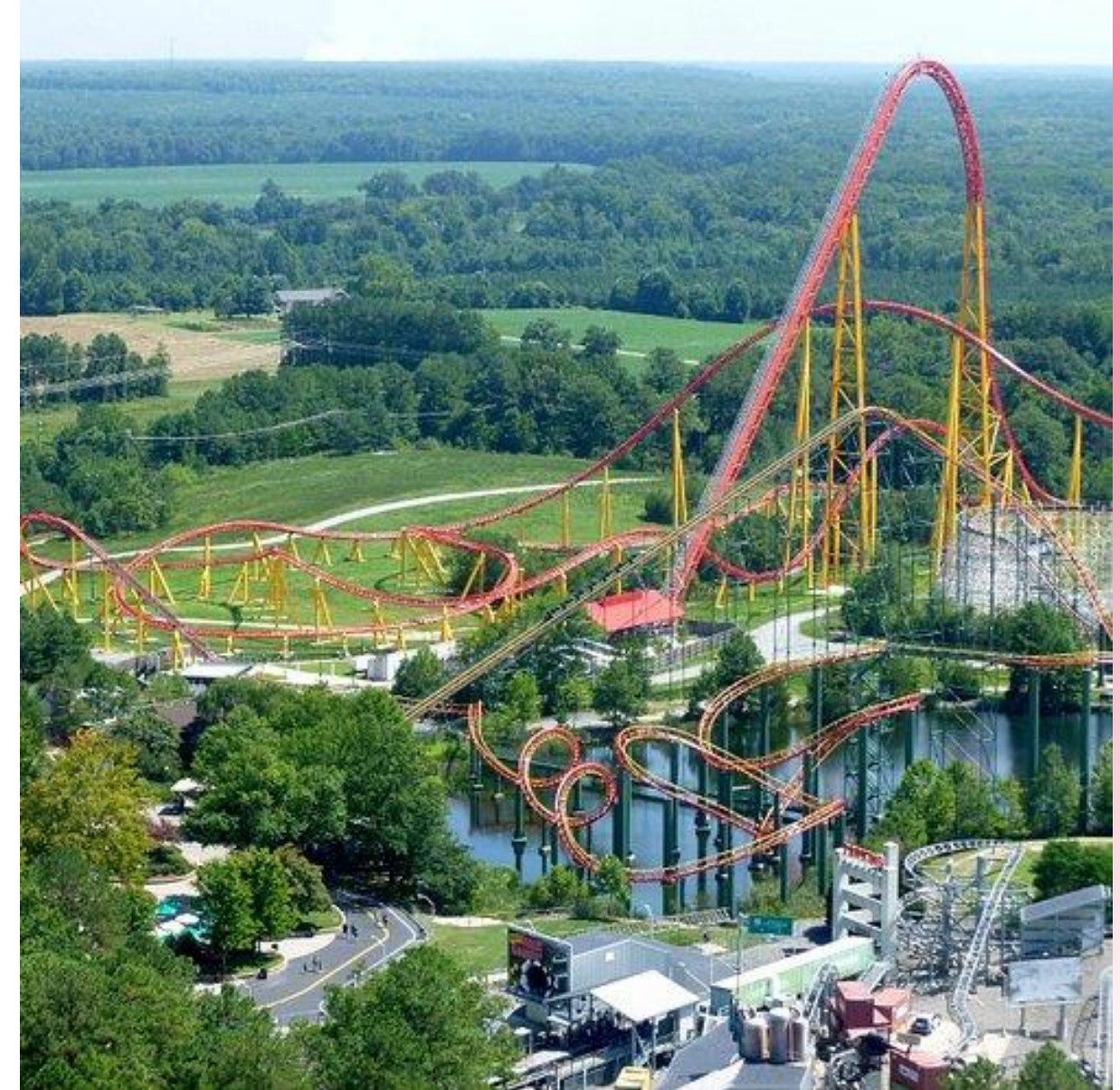
Let's start with
some data.

IN 2020, ACROSS 5 MONTHS, AROUND

301,397

of people have visited amusement parks in Fairfax County, Virginia.

For a state like Virginia, which is not known exclusively for its amusement parks, most of the visitor demographic relate to its locals.



TARGET AUDIENCE

5-17 Yrs

is the general range of children who visit amusement parks.

Counties with the highest youth population likely attract more visitors.

HOUSEHOLD INCOME

30K-75K \$

is the general income of people who prefer Subway's affordability and who would prefer to visit small local amusement parks

Counties with highest number of people in this income range can be the perfect fit for a new store opening.

Competition also plays a role.
Lower the rival restaurants,
more the profitability.

Weighted Scoring System

EACH FACTOR AFFECTS THE PROFITABILITY IN VARYING LEVELS

Four different scores are calculated for each county in Virginia that houses Amusement Parks, and each scored is weighed according to how much it influences the profitability for Subway. The total weighted score can then give us an idea about which county would be the most suitable.

Factor	Weight
Foot Traffic	40%
Youth Population	30%
Competition	20%
Income Distribution	10%

Now,
to the insights.

What did we find?

01

Fairfax County has the highest foot traffic (around 300,000)

02

King William County has the highest share of youth population (28.57%)

03

Rockbridge County has the highest share of people earning 30K-75K\$ (28.02%)

04

9 counties have the lowest fast food competition (4 fast food restaurants in the area)

Loudoun County

Loudoun County scored the highest weighted score of 89.3. Loudoun County has 183,975 visitors to amusement parks in the span of 4 months and its demographic profile aligns well with Subway's target customers: a large percentage of families and middle-income households. The level of competition in the area is moderate, making it an ideal environment for Subway to thrive.

Suitable Amusement Parks: Ashburn Park, Leesburg Animal Park, All Recreation of Virginia, Kidz Plaza, Dulles Town Center Carnival, Riverside on the Potomac.



Thank you!