

RISING CONSUMER ACTIVITY AND FOOD TRUCK SUCCESS



THE CLIENT

- Kind of Alright Food LLC is a growing food truck operator
- They want to launch a fleet of trucks across the NY metropolitan area

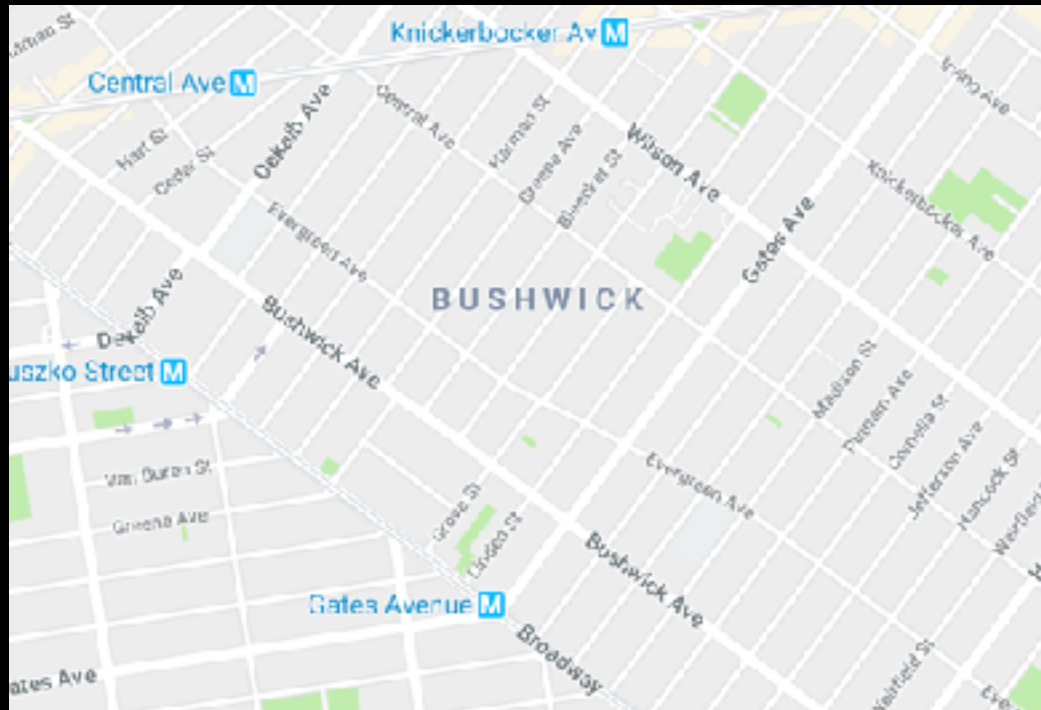


PROBLEMS:

- Saturated market
- High rate of turnover
- Capricious consumer base



IDENTIFYING 'RISING' AREAS

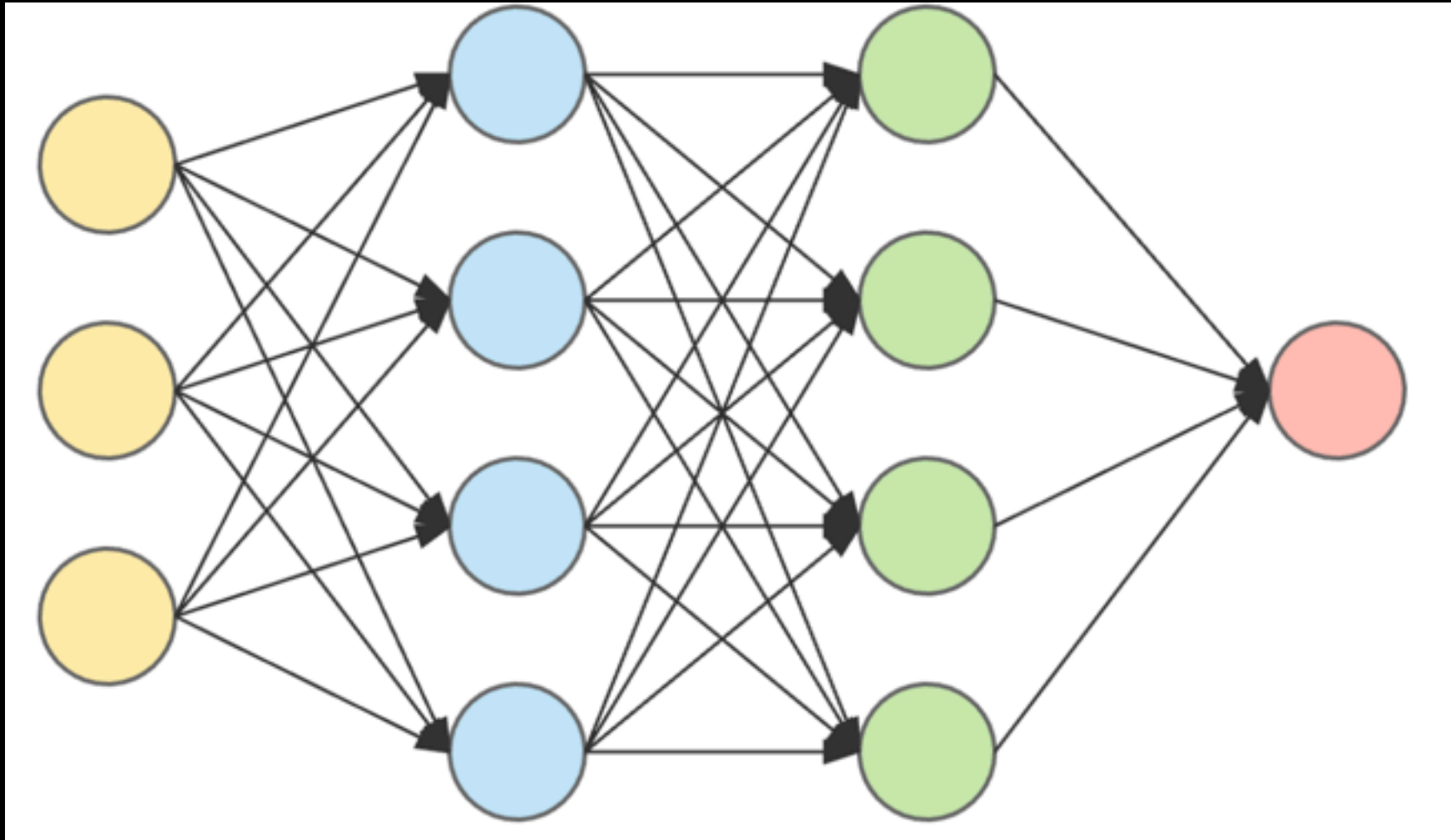


- Find unsaturated markets that are ripe for penetration



- MTA turnstile data August 2016 - 2018
- Department of Buildings permit data 2013 - 2017

DATA-DRIVEN STRATEGIES

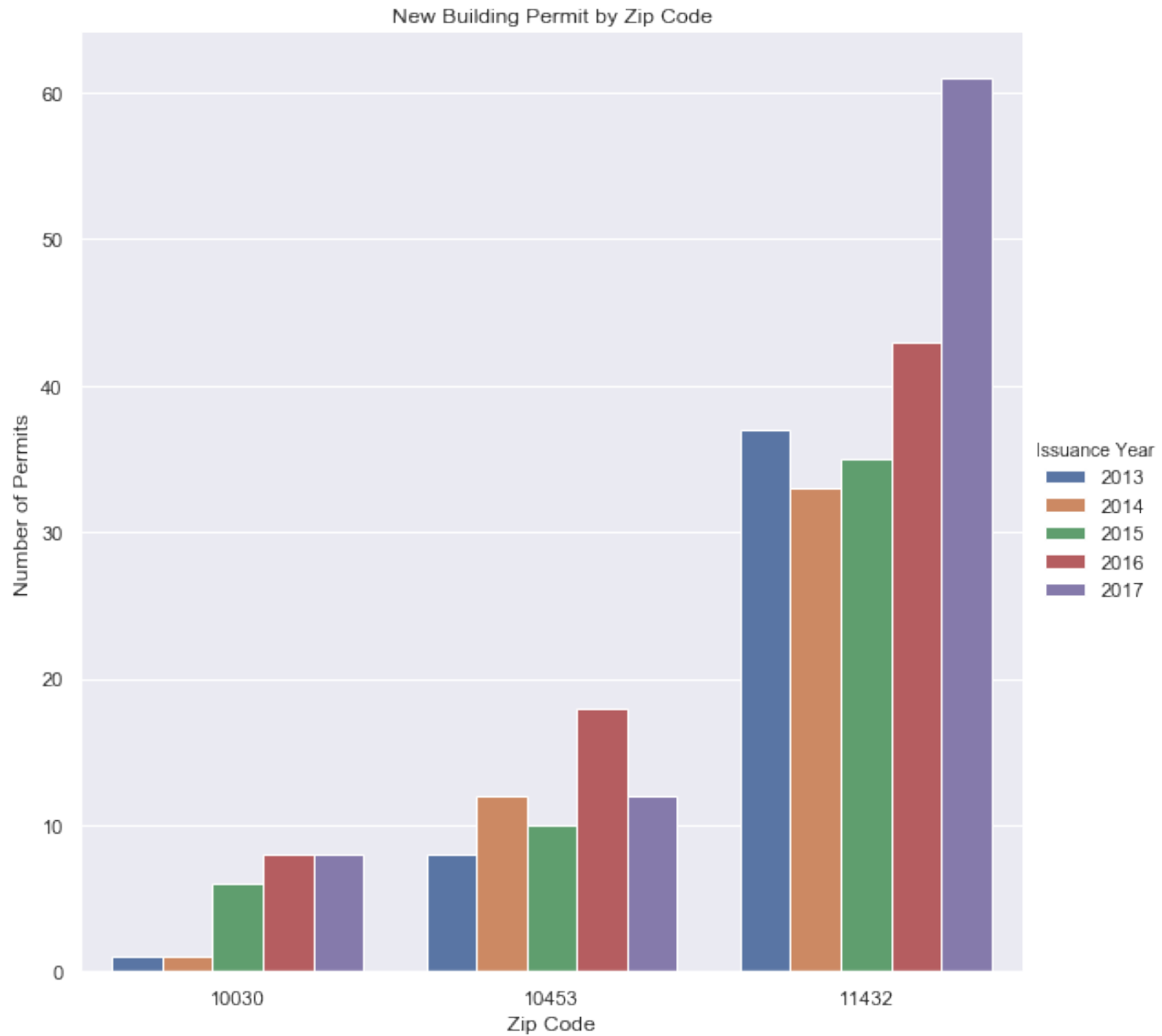


NYC DEPARTMENT OF BUILDINGS DATA

- 'Rising Star' opportunities
- Residential permit data from 2013 to 2017
- Number of permits issued for new buildings in residential areas



RESIDENTIAL BUILDING DATA



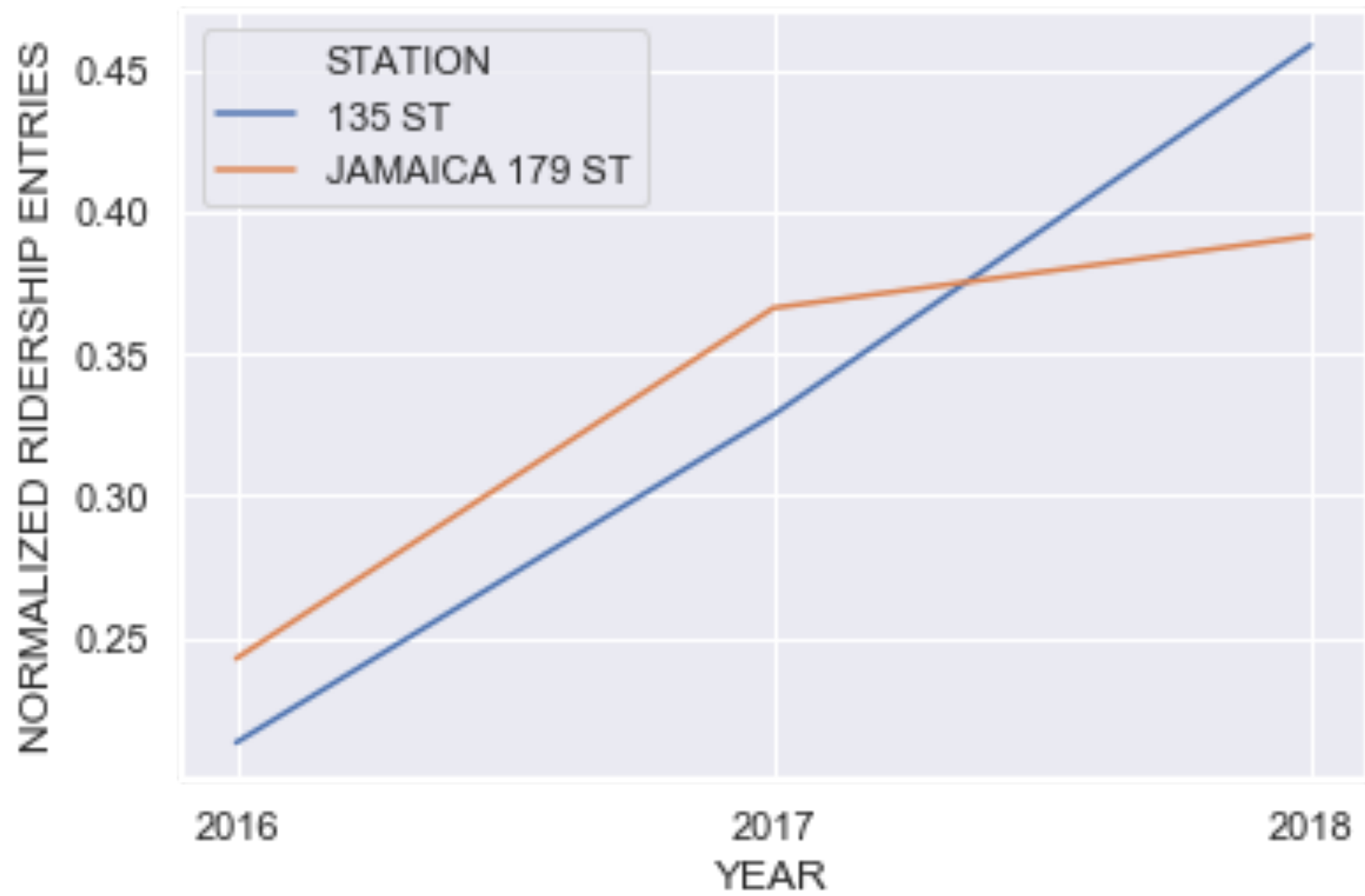
- Increased demand for housing suggests an increase in population
- Charting this helps identify untapped markets

METROPOLITAN TRANSIT AUTHORITY DATA

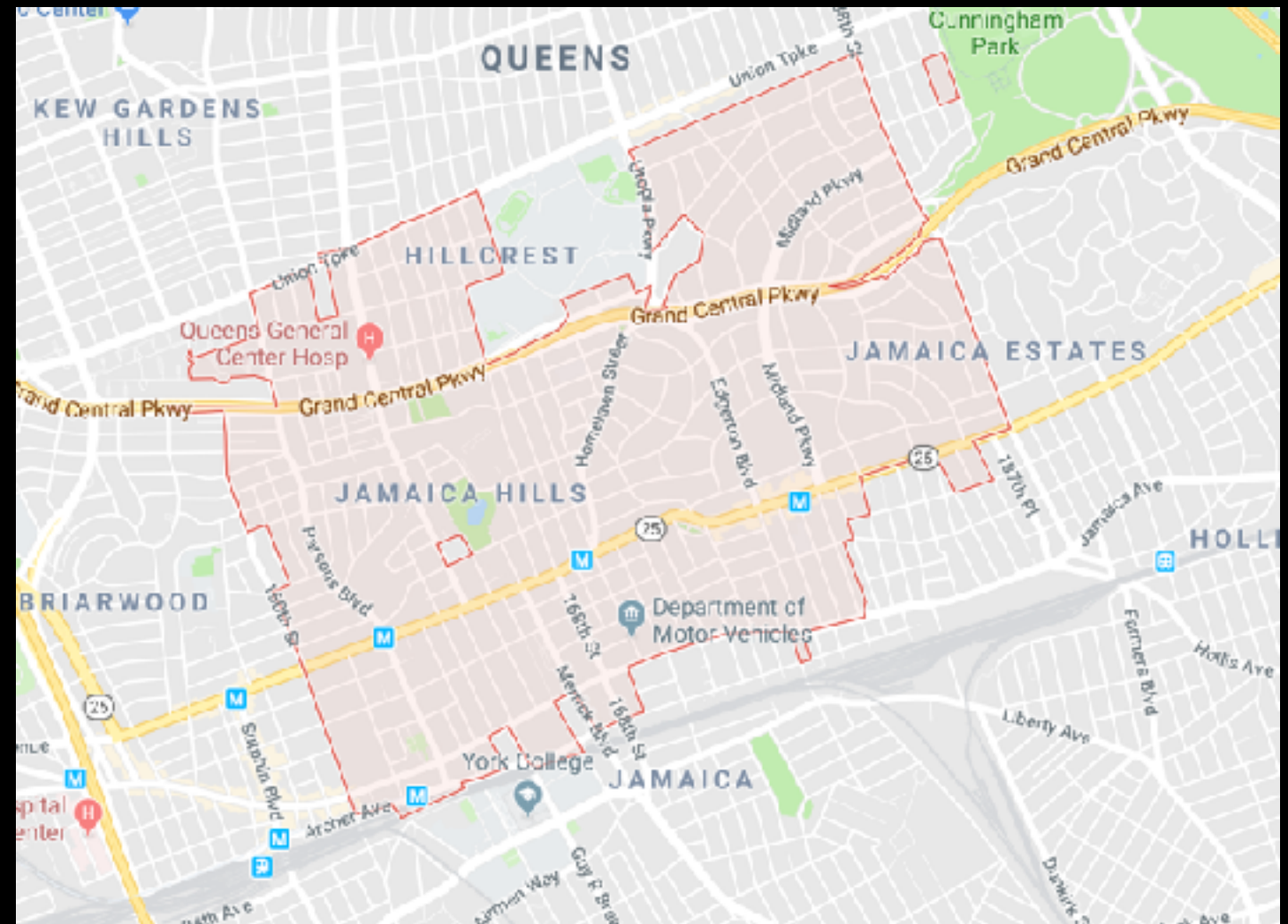
- MTA weekly turnstile data over the period from August 2016 to August 2018
- Focus on ZIP codes from DOB data



Station Useage Over Time



CONCLUSION: HARLEM & QUEENS



- **Challenges and Limitations**
- Messy dataset
- Limited scope