

Business Problem

The purpose of this project is to assist a friend in identifying the optimal location of his food truck. Till date, my friend has relied on informal channels to position his food truck. However, during the course of this capstone, I realised I can leverage available information of potential developments to assist him in identifying a location which is not well serviced by permanent restaurant chains. The optimal location will be the one which exhibits one or all of the below characteristics:

- It is in a precinct/clue small area with maximum construction activity forecasted/sanctioned
- It is close to a construction site(s) which has limited food venues surrounding it.
- The site is operational or will be operational soon.

Data

The report will utilise the Development Activity data sourced from <https://data.melbourne.vic.gov.au/> to identify construction sites, current and future. The above data includes the detailed addresses of construction sites along with corresponding latitude and longitude information. In addition to above, the report will also utilise the foursquare database to identify the location of venues around the shortlisted construction sites.