

## **Introduction**

Construction sites are often under serviced by cafes / food establishments. As a result, on site workers often have to travel for refreshments resulting in long breaks and lost hours, thereby impacting productivity. The above conundrum presents an opportunity for mobile café operations, who can capitalise on this untapped demand by strategically positioning around such under serviced construction sites. Additionally, the above insights can also assist food delivery platform in identifying additional geographies to be added to their service network.

## **Business Problem**

Thus, the business problem is identifying geographies/streets under serviced by cafes/ food establishments. Such geographies/street will exhibit 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. Using the above data sources, the report will aim to identify location with highest cluster of construction sites and lowest cluster of surrounding food venues.