Introduction and Business Problem

Background

Riyadh (or Alriyadh) is the capital and largest city of Saudi Arabia. It is located in the middle of the Arabian Peninsula. Although it is in the middle of a harsh desert, it is the home of 8 million people and gets more than 5 million visitors every year. That made Riyadh, according to Wikipideia, the forty-ninth most visited city in the world and the 6th in the Middle East, and it the most-populous city in Saudi Arabia, 3rd most populous in the Middle East, and 38th most populous in Asia.

There are three main factors that play an important roles and might cause the emergence of food trucks businesses:

1. Riyadh is a large city and people rely heavily on commuting. In the morning to get to work and in the evening for entertainment. Each trip can take between 20 to 40 minutes.
2. Riyadh's population is young with an average of 33 years. Many of these youngsters prefer to start their business, or make an extra income.
3. Setting up a business, a restaurant for example, is expensive and might take months for it to start. Food truck business is considered under the Saudi commercial regulations a freelancer business, thus the cost of setting and running the business is close to none.

Business Problem

Khalid is thinking about starting a food truck business and he approached me to conduct an analysis of the market for him. He will use the report to answer the following questions:

1. What are the popular food truck sites?
2. What does the current market look like?
3. What are the available/recommended locations?

Data to be used

To be able to answer the previous questions, I will use the following data sources:

1. The Saudi Ministry of Municipal, Rural Affairs and Housing. The regulator of food trucks in Saudi: balady to get data about the number of licensed trucks and their locations.
2. Foursquare developer API.

Methodology

I will use the data to visualize the allocation of current food trucks around the city and compare that with the current attraction locations. Then, I will use the regulator data to determine vacancy and zones that food trucks are permitted to be in. Finally I will plot both outcome to recommend where Khalid should locate his food truck.