APPLIED DATA SCIENCE CAPSTONE - WEEK 1

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I. BACKGROUND

One of the major reasons I am drawn to data science and analytics is to cultivate the ability to use data to obtain a competitive advantage in business. I am interested in the entrepreneurship space and am intrigued by the unique advantages of a food truck business model, especially their portability. Besides having great food at a fair price, the success of a food truck depends heavily on where it is parked because people tend not to drive to food trucks as they would a regular restaurant. As a result, the ideal place to park a food truck would be a place where hungry people already are, where there is heavy foot traffic and, ideally, relatively few restaurants (competition) nearby. Some ideal locations for a food truck might be near a bar, a sports venue, a music venue, an office complex, or college campuses.

I am also a student at the Ohio State University and live in Columbus, OH, so I thought it would be fun and interesting to use data analytics to determine the best place for my theoretical food truck in my local area.

II. PROBLEM DESCRIPTION

Based on my interests and experience, I wanted to use data science to answer the following question:

"What area is the best place to park a food truck in Franklin County, Ohio?"

To answer this question, we'll assume that we have a permit to park anywhere in Franklin County.

III. DATA

The data used to answer this question will consist of:

1. City, County, and Zip Code information in Ohio from ZipCodesToGo.com.
2. Categorical and Locational information for venues in Franklin County, Ohio, using the FourSquare API.
3. Population Size, Family Income, and other demographic information of Ohioans from the IRS website.