



# Business Viability – Food Industry

---

Keith Singleton



# What is Business Viability?

---

- A designation of determining if a business can successfully open shop with minimum barriers of entry.
- For-Profit Viability – if a For-Profit business is able to open shop with minimum costs.
- Non-Profit Viability – if a Non-Profit business is able to open shop based upon there being an unmet need within an area.



# Data

---

United States Food Industry Statistics 2009-2015

Source:

US Census Bureau



# Tools

---

- Python
- Pandas
- Tableau

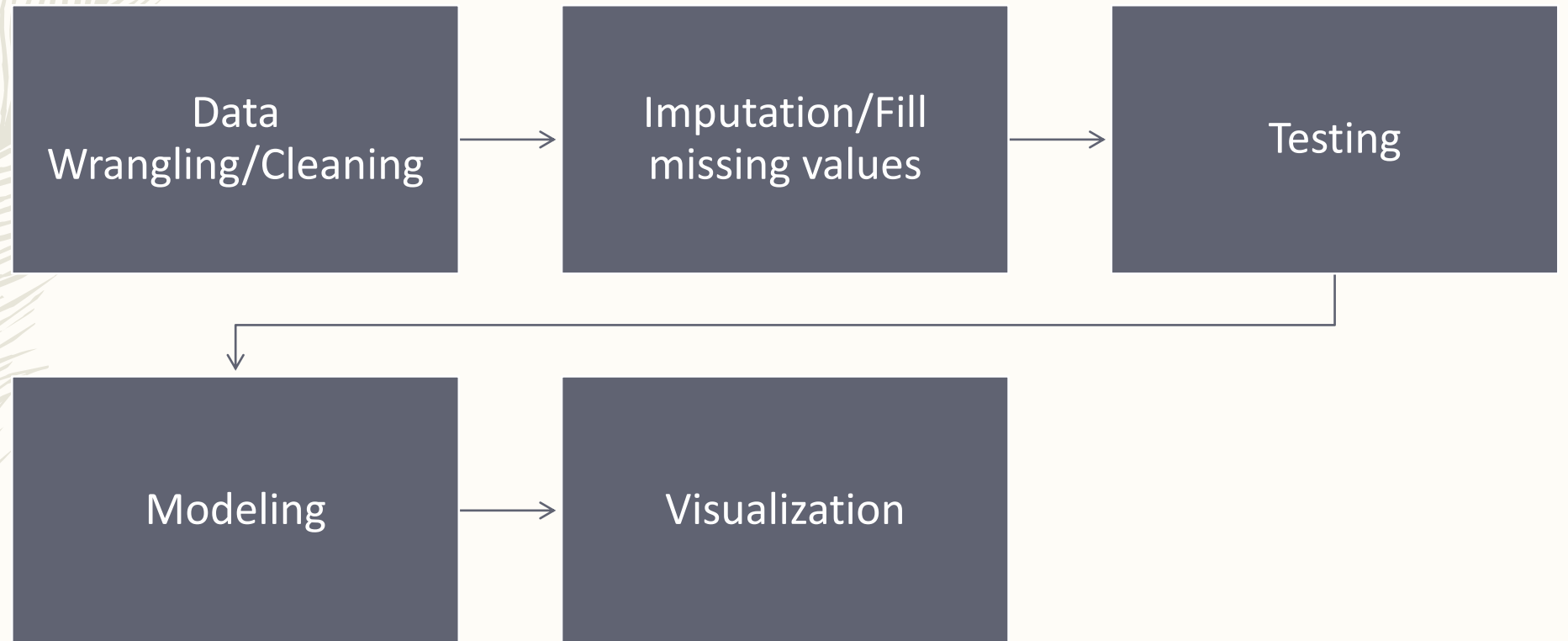


# Variables

---

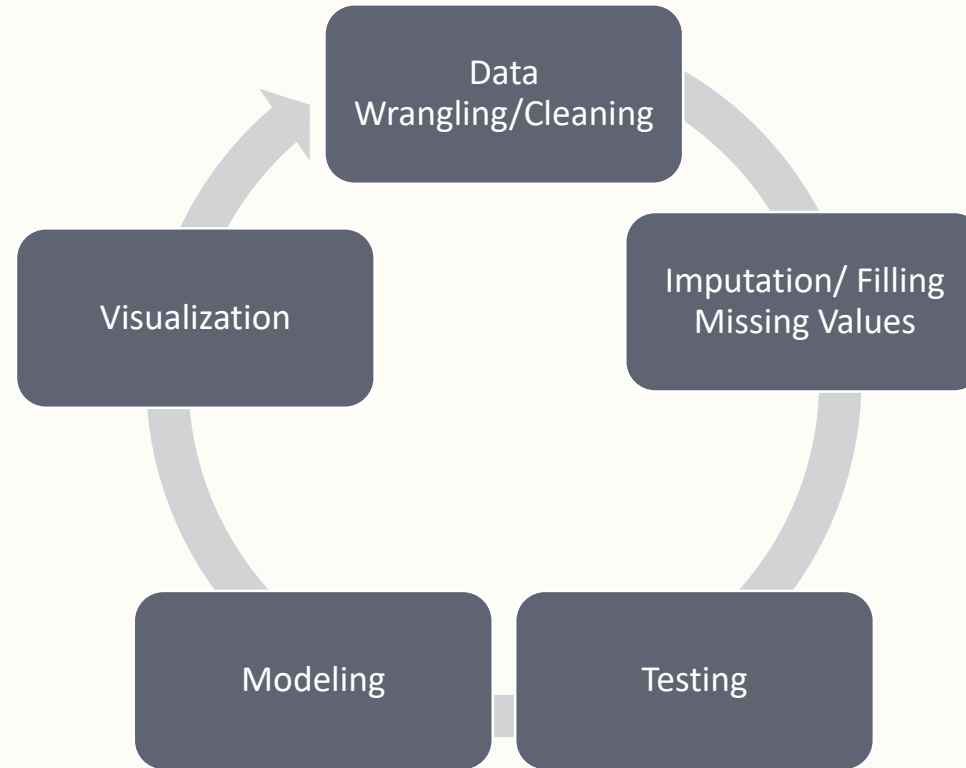
- State
- County
- Fast Food % Change 09-14
- Grocery Store % Change 09-14
- Median Household Income 2015
- Child Poverty Rate 2015

# Linear



# Cyclical

---





# Viability Determination

---

Non-Profit:

```
IF a >= b THEN 'Y'  
ELSEIF a <= b THEN 'N'  
END
```

For-Profit:

```
IF a*b >= a * b* c THEN 'N'  
ELSEIF a*b <= a*b* c then 'Y'  
END
```





# Future Considerations

---

- Organize data by zip-code instead of county for better accuracy
- Include more historic data (1990-2017)
- Logistic regression for a predictive model.

Thank you!

---

