

Optimizing a New Food Truck Business in San Diego, CA

Data

To begin the data analysis, the entirety of San Diego county will need to be broken down into regions. For people who live in this area, the regions of the county are already commonly known as North, South, East, and Central (which includes downtown San Diego and the western coastal region). The next step would be to tie all of the postal codes in San Diego county to these different regions. The best source for this data is the zip code data provided by the San Diego county court system. The website for zip code data provided by the court system shows the zip code, the region, and the city or neighborhood.

Once this data is obtained, the zip codes can be used to query the Foursquare database to retrieve the types of venues associated with these different regions and neighborhoods. These venues can be further analyzed to make a decision about the best place to park a food truck for highest profit potential.