

Presenting to Freshii:

As you know, Freshii is a rapidly expanding fast casual national restaurant chain with only 1 stand alone location currently in New York City (NYC). We understand you plan to open 1-2 more stand alone location in NYC within the next year, and that your business relies heavily on pedestrian traffic to drive sales. We have identified Freshii's target market consists of middle income, health oriented individuals.

As data scientists, our team can provide location placement insights and recommendations to increase Freshii's revenue based on pedestrian foot traffic and socio-economic data of the neighborhoods. We would love the opportunity to consult with you for this decision.

If commissioned, we will use NYC metro transit data to aid us in analyzing foot traffic across all neighborhoods and make placement recommendations for your business. We also plan to supplement this analysis with income by neighborhood data to ensure our recommendations align to your target market.