# Locating the next Chipotle franchise

Applied Data Science - Capstone

Week 4

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1. Introduction

Chipotle Mexican Grill, Inc., often known simply as Chipotle, is an American chain of fast casual restaurants serving Mexican cuisine and was founded in the United States. It has its branches worldwide including nations like United Kingdom, Canada, Germany, and France. It has been growing every year and to continue the trend, this project aims to explore a feasible location.

1.1. Motivation

The franchise has been expanding and its locations are listed for new locations as a dataset. On a personal level, residing in Bloomington in Illinois, I wanted to explore where a new branch for the same can be introduced in the city. Also, comparison with other locations can help in finding out how the locations turned out to be successful.

1.2. Problem Statement

Based on the location data provided for the present locations, determine the next location for opening a new Chipotle franchise in the Bloomington, IL area.

1. Problem Dataset

2.1. Data Sources

As referenced earlier, the dataset was made available from [Kaggle](https://www.kaggle.com/jeffreybraun/chipotle-locations) and has the updated list of locations until 2020. The following inputs are available from the above:

* state
* location
* address
* latitude
* Longitude

This data can be helpful to chart out the precise locations. However, we still need more data about the venue and its environment. For that, the information will be extracted through the [Foursquare API](https://developer.foursquare.com/docs/) and analyzed.

Additionally, there can be other sources for getting the statistics related to the same as:

1. [Number of locations](https://www.statista.com/statistics/221456/number-of-chipotle-restaurants/" \l ":~:text=Number%20of%20Chipotle%20Mexican%20Grill%20restaurants%20worldwide%202007%2D2019&text=This%20statistic%20shows%20the%20number,from%202%2C491%20the%20previous%20year.)
2. [Annual Revenue](https://www.macrotrends.net/stocks/charts/CMG/chipotle-mexican-grill/revenue)
3. [Top locations](https://www.apartmentguide.com/blog/best-cities-for-chipotle-lovers-in-america/)

2.2. Data Preparation

Firstly, we analyze the positive response the company has based on the stats provided above and check if it deems fit to open a new location. Next, based on the present locations, the Foursquare API will be used to analyze the top locations and how they differ from other locations. From there onwards, required data will be analyzed based on those results.