

THE CUBAN MEAL CRISIS

IDENTIFYING IDEAL LOCATIONS FOR OPERATING A CUBAN FOOD TRUCK IN LOS ANGELES

IBM APPLIED DATASCIENCE
COURSERA CAPSTONE PROJECT

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BUSINESS PROBLEM

- The proprietor of 'El Jefe' Cuban food truck is relocating his business from Miami, FL to Los Angeles, CA
- The goal is to establish the name 'El Jefe' as the *de facto* brand for Cuban food in Los Angeles, and to expand the business throughout the city
- The questions posed are:
 - What are the ideal locations for operating the food truck at different times of business in the city?
 - How best to avoid competition while establishing the business?

DATA & SOURCES

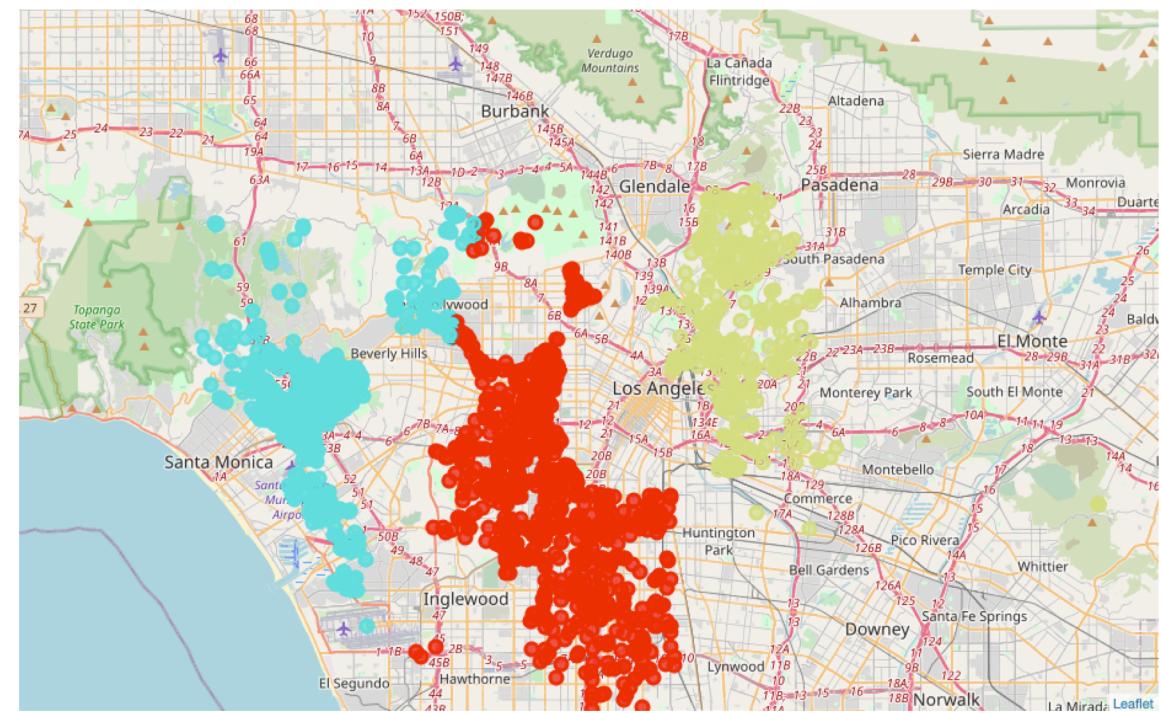
- Prioritizing day time as the operating times for the El Jefe food truck, the following data sets are obtained:
 - A list of all active small/medium businesses in & around the city of LA, obtained from kaggle.com
 - A list of neighborhoods names of LA per zip code, obtained by scraping the internet
 - Foursquare API data to obtain information about competitors, so as to prevent operating the food truck in their proximity

METHODOLOGY

- Obtaining the data sets from the sources mentioned
- Merging the Kaggle dataset and the neighborhood data set to create a master data set
- Parsing Foursquare API results for Competing Cuban foods joints around the city
- Eliminating the businesses from the master data set, within a 3km location of the competing Cuban joints
- Plotting the before and after locations on a map of Los Angeles using Folium
- Performing clustering to determine the top neighborhoods that are likely to be ideal for selling Cuban food while managing to avoid competition

RESULTS

- The map shows the three dominant clusters around the city for operating and running the Cuban food truck
 - The clusters are based on the concentration of businesses at various geographical locations in the city
 - The list of popular neighborhoods as needed by the proprietor is shown in the next slide



TOP 5 NEIGHBORHOODS PER CLUSTER

Cluster A

- South Los Angeles
- Jefferson Park, Leimert Park
- Hancock Park, Wilshire Center, Windsor Square
- Southeast Los Angeles
- Baldwin Hills, Crenshaw

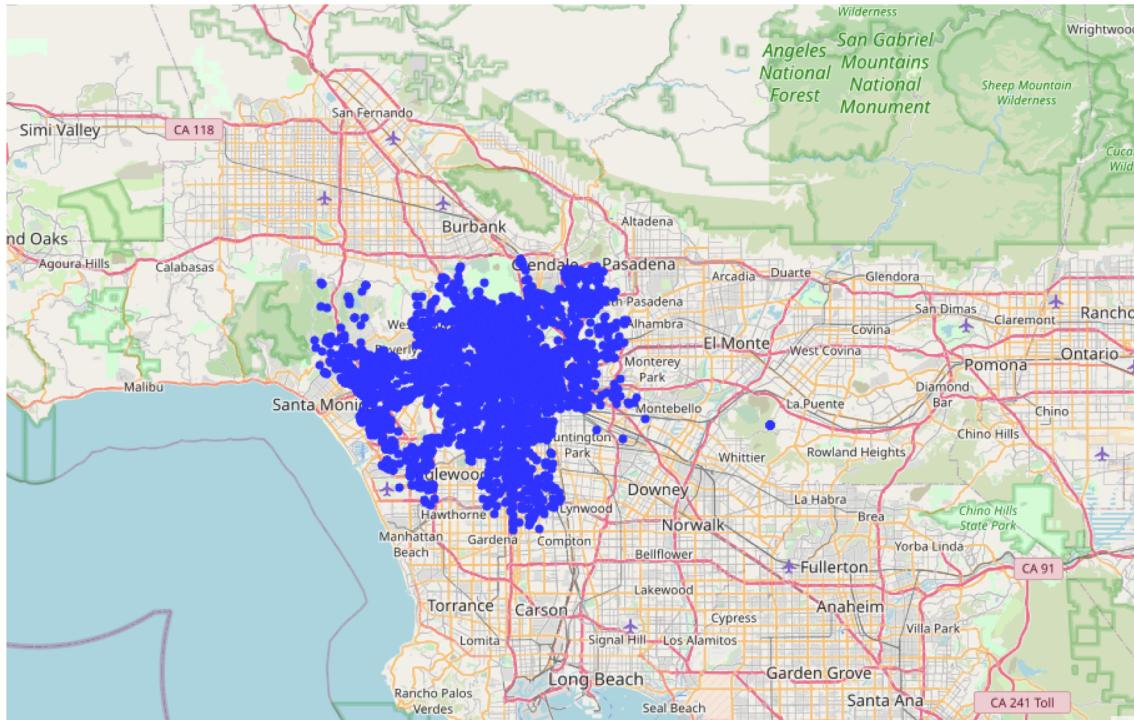
Cluster B

- Sawtelle, West Los Angeles
- Westwood
- Cheviot Hills, Rancho Park
- Bel Air Estates, Brentwood
- Century City

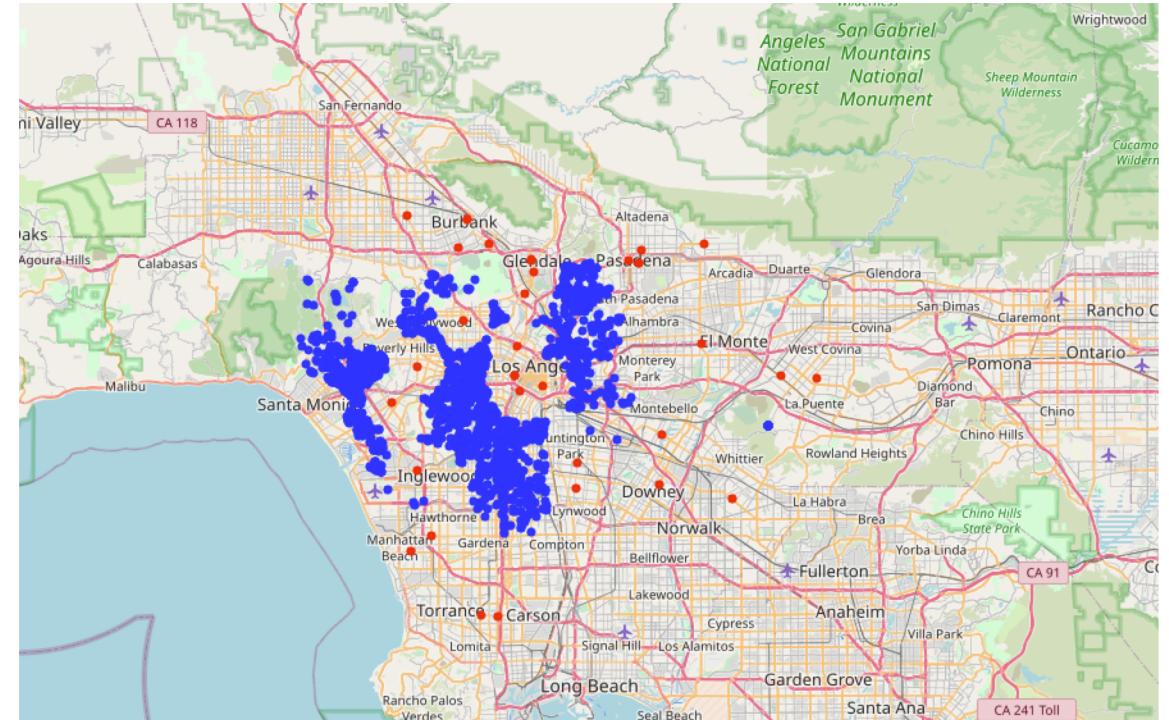
Cluster C

- Highland Park
- El Sereno, Monterey Hills, University Hills
- Eagle Rock
- Lincoln Heights, Montecito Heights
- Boyle Heights

MAP BEFORE AND AFTER AVOIDING COMPETITION



Map showing all active small/medium businesses in LA



Map showing competitors (in red) and ideal locations (blue) for operating El Jefe food truck

CONCLUSION

- The recommended neighborhoods for selling Cuban food in the El Jefe food truck has been identified
- The map is also shown to aid the proprietor in establishing an operating plan
- Future Work: Obtaining ‘nightlife’ locations within the city for identifying businesses that are active in the night for selling Cuban food to the patrons of the El Jefe brand