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FOOD SERVICE OPPORTUNITIES AND COMPETITION IN THE KANSAS CITY AREA

Report by Luther Nicholaus, MBA.

Story

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Brief Description of the Project

The primary goal of this analysis story is to generate visuals that will inform the chiefest areas where the company, Luther's Kitchen, can open four food establishments in the Kansas City metropolitan area. The visuals and data analysis together will assist the top-level management to successfully implement the growth strategic goal of realizing thirty new stores in the United States by the end of the year 2023. For certain visuals, data will be analyzed first and then visualized, while others, data will be visualized first, then visual analytics will be applied to it.

The two data sources for this project are:

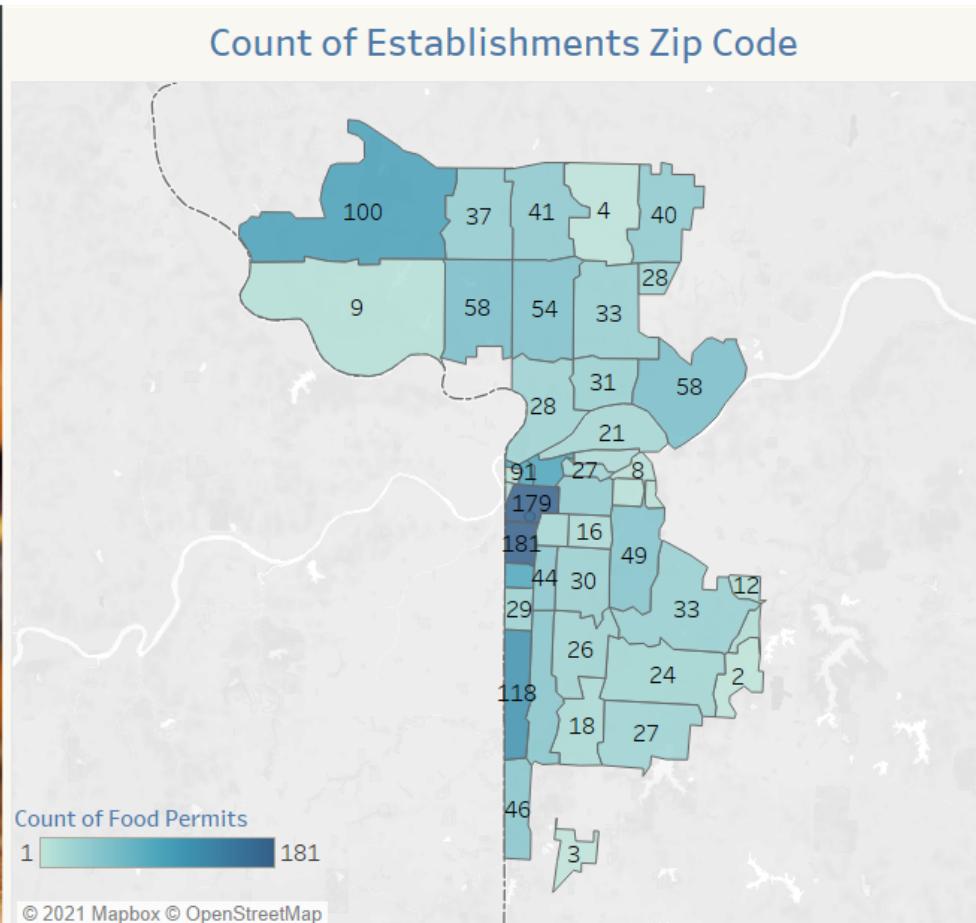
- [KCMO Food Permits](#)
- [Food Establishment Complaints](#)

Benefit for Business (Including KPI)

This project will help the business determine Zip Codes with uncrowded food establishments in the city. Additionally, the business will define its major competitors in the established area by name. Lastly, the business will assess demand and competitive weaknesses through the lenses of 311 complaints directed towards food service establishments in the area. Some KPIs that will be used are the number of food establishments per zip code and the number of food establishments per competitor. All these outcomes, with the help of visuals, will highlight the opportunities in the market, and the strengths and weaknesses of potential competitors.

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Areas with concentrated levels of competition are areas close to downtown, westport, the plaza, along the stateline road corridor, and the airport.

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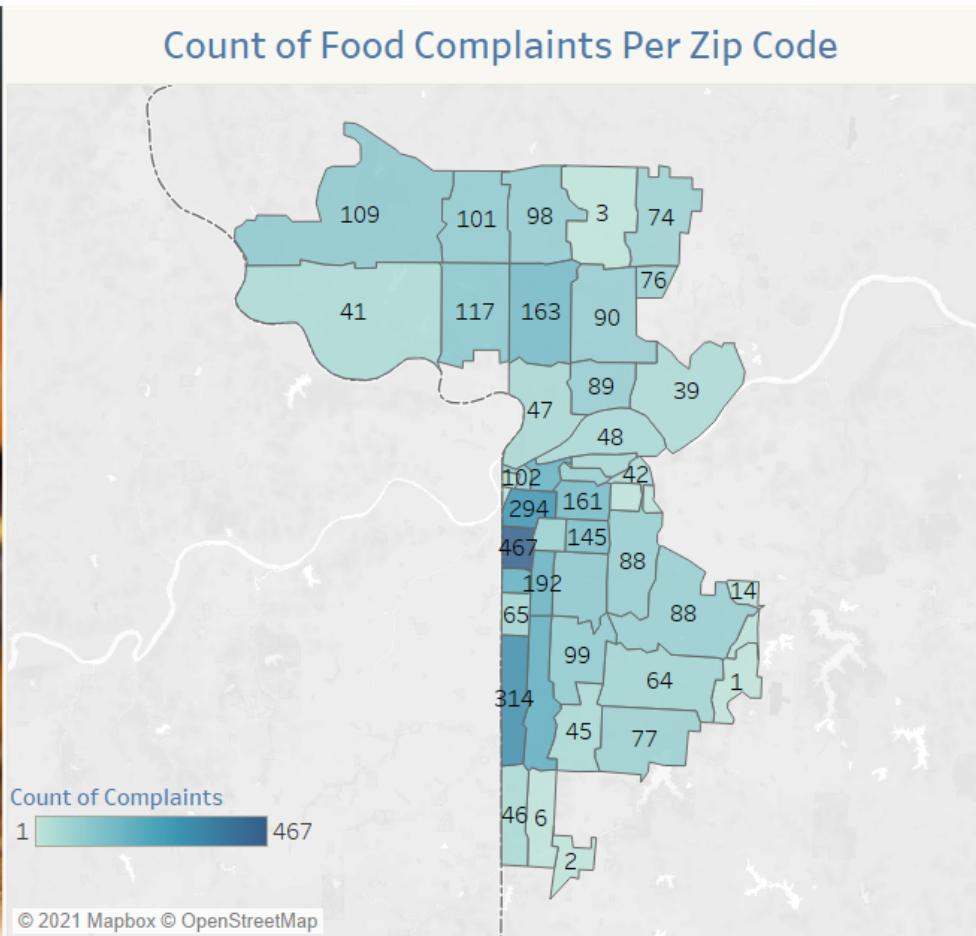
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As reflected by the count of food complaints, in most zip codes, consumers are eager for quality food products and services. Huge emphasis ought to be on quality customer services, hygiene, and competitively better levels of sanitation.

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|  | <p>Number of Food Establishments per Company</p> <table border="1"><thead><tr><th>Establishment Name</th><th>Count of food_permits.csv</th></tr></thead><tbody><tr><td>Subway</td><td>46</td></tr><tr><td>Starbucks</td><td>28</td></tr><tr><td>McDonald's</td><td>23</td></tr><tr><td>Quik Trip</td><td>21</td></tr><tr><td>Treat America</td><td>20</td></tr><tr><td>Taco Bell</td><td>16</td></tr><tr><td>Wendy's</td><td>13</td></tr><tr><td>Pizza Hut</td><td>13</td></tr><tr><td>Aramark</td><td>13</td></tr><tr><td>Price Chopper</td><td>11</td></tr><tr><td>Burger King</td><td>11</td></tr><tr><td>Sonic Drive In</td><td>10</td></tr><tr><td>Jimmy John's</td><td>10</td></tr><tr><td>Church's Chicken</td><td>10</td></tr><tr><td>Chipotle Mexican Grill</td><td>10</td></tr><tr><td>Minit Mart</td><td>9</td></tr><tr><td>Chiefs Levy</td><td>9</td></tr><tr><td>7-Eleven</td><td>9</td></tr><tr><td>Hy-Vee</td><td>8</td></tr><tr><td>Papa John's Pizza</td><td>7</td></tr><tr><td>Kentucky Fried Chick</td><td>Average</td></tr></tbody></table> <p>Count of food_permits.csv</p> | Establishment Name | Count of food_permits.csv | Subway | 46 | Starbucks | 28 | McDonald's | 23 | Quik Trip | 21 | Treat America | 20 | Taco Bell | 16 | Wendy's | 13 | Pizza Hut | 13 | Aramark | 13 | Price Chopper | 11 | Burger King | 11 | Sonic Drive In | 10 | Jimmy John's | 10 | Church's Chicken | 10 | Chipotle Mexican Grill | 10 | Minit Mart | 9 | Chiefs Levy | 9 | 7-Eleven | 9 | Hy-Vee | 8 | Papa John's Pizza | 7 | Kentucky Fried Chick | Average | <p>The number of Food Establishment per Company will assist the management to assess the strategies of its top potential competitors in the area. The establishment of 4 restaurants will be above average based on the average visual analytical line in the graph.</p> <p>Use the search box below to interact with the graph.</p> <p>Establishment Name</p> |
| Establishment Name | Count of food_permits.csv | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Subway | 46 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Starbucks | 28 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| McDonald's | 23 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Quik Trip | 21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Treat America | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Taco Bell | 16 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Wendy's | 13 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Pizza Hut | 13 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Aramark | 13 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Price Chopper | 11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Burger King | 11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sonic Drive In | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Jimmy John's | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Church's Chicken | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chipotle Mexican Grill | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Minit Mart | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chiefs Levy | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7-Eleven | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Hy-Vee | 8 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Papa John's Pizza | 7 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Kentucky Fried Chick | Average | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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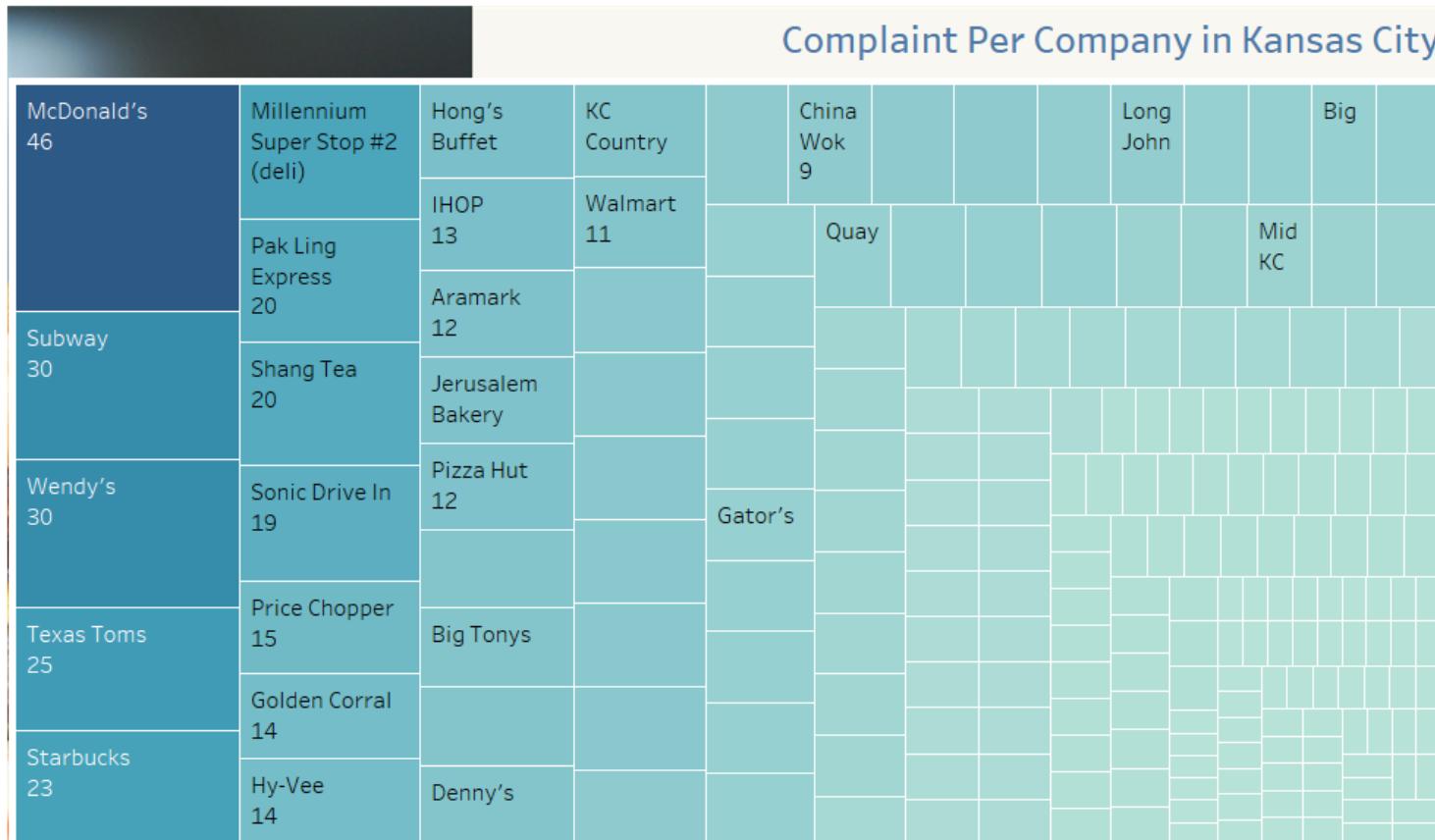
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Conclusions

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Having more establishments in the area seems to correspond to the number of complaints. However, it is possible for the count of complaints per establishments for each company to be comparatively lower.

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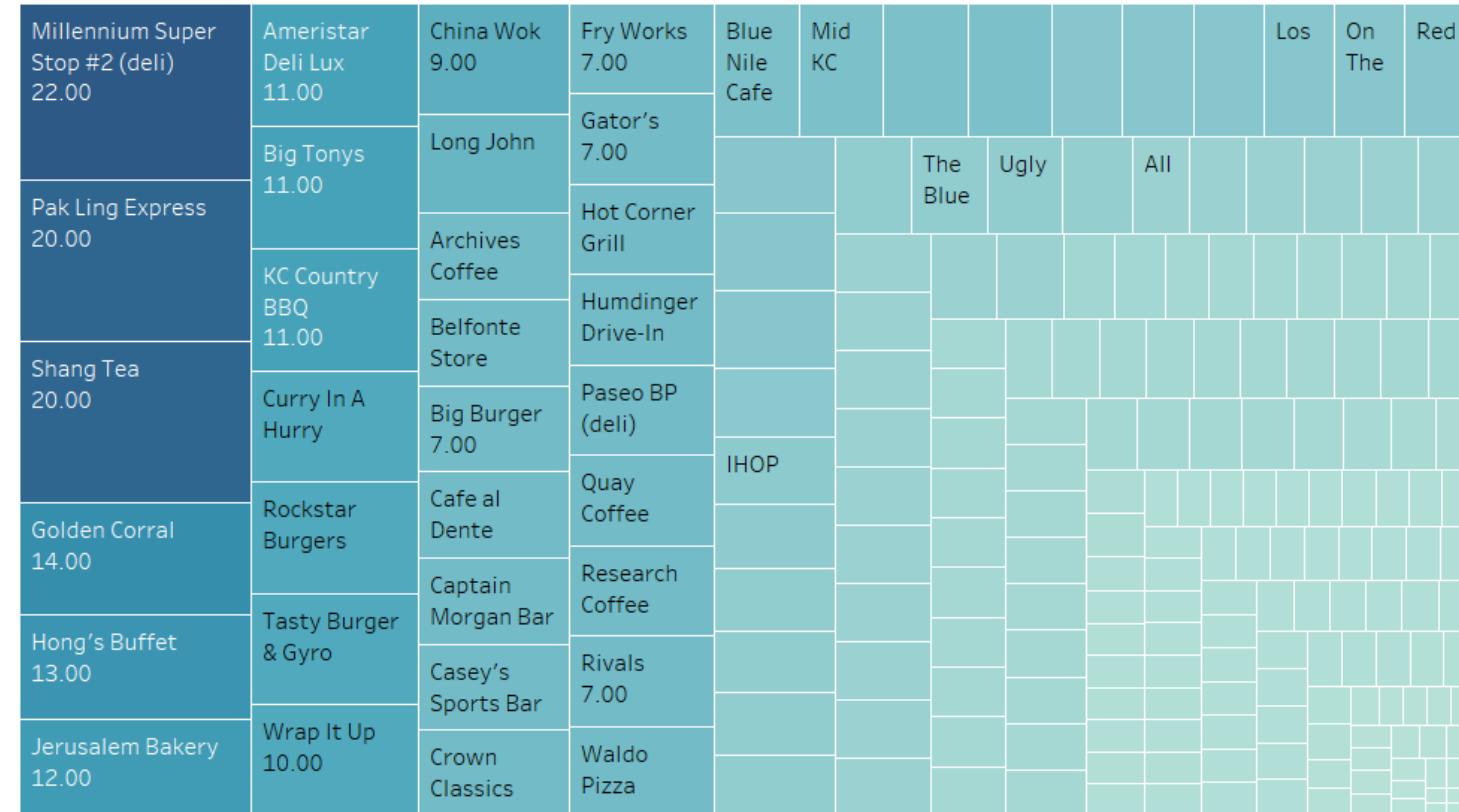
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Complaints Per Establishment for Each Company



Complaints per Establishment for each company is a better KPI. The company can employ this metric to constitute strategic marketing techniques, products, locations, and services for the market.

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Recommendations and Conclusions

Opening 4 restaurants in the area will stay above the average number of establishments per company.

The company should use the visual maps to procure marketing and customer service strategies as per the level of competition in a given zip code.

Top competitors' strategies and consumers should be examined.

The company should utilize the potential competitors' weaknesses, as reflected by their count of complaints and complaints per establishment, to derive and deliver competitive products and services to customers in specific areas in the city (zip code).

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References

Andrienko, N., Lammarsch, T., Andrienko, G., Fuchs, G., Keim, D., Miksch, S., & Rind, A. (2018). Viewing visual analytics as model building. *Computer Graphics Forum*, 37(6), 275-299. doi:<http://dx.doi.org/10.1111/cgf.13324>

Gonzales, M. L. (2004). The architecture of enterprise data quality. *Intelligent Enterprise*, 7(9), 14-17. Retrieved from <https://search.proquest.com/trade-journals/architecture-enterprise-data-quality/docview/200663640/se-2?accountid=28370>