**Project Description**

* What is the dataset you’ll be working with? Please include background on who collected the data, where you accessed it, and any additional information we should know about how this data came to be.

We will be working with a dataset called food-world-cup-data.csv, found in <https://github.com/fivethirtyeight/data/tree/master/food-world-cup>. The data set was collected by FiveThirtyEight, and posted onto Github by user and data visualization employee at FiveThirtyEight, ritchieking. The data gives rankings of people’s (from the U.S.) food preferences from around the world and their demographic information.

* Who is your target audience? Depending on the domain of your data, there may be a variety of audiences interested in using the dataset. You should hone in on one of these audiences.

Our target audience is people who are interested in learning about food, specifically traditional cuisines, from different parts around the world.

* What does your audience want to learn from your data? Please list out at least 3 specific questions that your project will answer for your audience.
  1. How popular are traditional cuisines of different countries?
  2. Are people interested in cuisines from different parts of the world? How interested?
  3. Do people have much knowledge about cuisines from countries outside of the United States?
  4. Who is interested in cuisines from different parts of the world (women vs. men, young vs. old, low vs. high income)?

**Technical Description**

* What will be the format of your final product (Shiny app, HTML page or slideshow compiled with KnitR, etc.)?

The format of our final product will be a Shiny app.

* How will you be reading in your data (i.e., are you using an API, or is it a static .csv/.json file)?

We will be reading in the data as a static .csv file.

* What types of data-wrangling (reshaping, reformatting, etc.) will you need to do to your data?

We will be summarizing (average, sum) the ratings for every cuisine and compare them to each other; we will also find the number of people for each demographic (women vs. men, age, income level, etc.)

* What (major/new) libraries will be using in this project (no need to list common libraries that are used in many projects such as dplyr)

So far, we may use “ggplot2” and “maps.”

* What questions, if any, will you be answering with statistical analysis/machine learning?

1. Which cuisines are most and least popular in different census regions?
2. Do women prefer some cuisines more than men? And vice versa.
3. Which cuisines are most favorable to those of different income levels?

* What major challenges do you anticipate?

Our biggest challenge will probably be implementing shiny.io into our project, since we haven’t used it before.