



Determining Best Foot Traffic For Ice Cream Shop in Bay County Michigan

Determining High Foot Traffic

- As with any business location will be key to the success of the ice cream shop, we will be considering the following for this analysis.
- "The most important factor to consider when you are selecting a location for your ice cream business is customer convenience." (KaleidoScoops Inc., 2014).
- "The average time that a consumer is willing to travel to a local business is 17 minutes and this has little change depending on age groups." (Marchant, 2014).
- Anyone looking to open a Ice Cream Shop should consider the above for success.

Data

- Used the latitude and longitude of 31 cities, charter townships, townships and unincorporated communities all located throughout the Bay County area.
- Used foursquare to retrieve Venue Name, Venue Latitude, Venue Longitude and Venue Category within a radius from the area of our initial locations.
- Used a radius of 1360 meters when using foursquare on a set of coordinates

Initial Location Analysis

Aubrun	25
Bangor Charter Township	17
Bay City	96
Frankenlust Township	13
Linwood	10
Pinconning	12
Pinconning Township	13

- The initial list contained 31 locations, these locations covered the major cities, townships and communities throughout the Bay County area.
- Found many locations didn't even have 10 venues in walking distance.
- Narrowed list to 7 Candidates

Common Venue Analysis and Clustering

- Cluster two has the most valuable venues for an Ice Cream shop.
- Notice Parks and Restaurants

Cluster Zero

	LocationName	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
30	Linwood	Bar	American Restaurant	Post Office	Fast Food Restaurant	Harbor / Marina	Baseball Field	Grocery Store	Bakery	Italian Restaurant	New American Restaurant

Cluster One

	LocationName	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
3	Pinconning	Cheese Shop	American Restaurant	Grocery Store	Discount Store	Post Office	New American Restaurant	Sandwich Place	Gas Station	Deli / Bodega	Sporting Goods Shop
17	Pinconning Township	Cheese Shop	American Restaurant	Locksmith	Deli / Bodega	Post Office	Sandwich Place	Furniture / Home Store	Business Service	New American Restaurant	Baseball Field

Cluster Two

	LocationName	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	Auburn	Discount Store	Park	Pizza Place	Fast Food Restaurant	Bar	Grocery Store	Pet Store	Design Studio	Optical Shop	Furniture / Home Store
1	Bay City	Bar	Park	Italian Restaurant	Coffee Shop	Pizza Place	Hotel	Fast Food Restaurant	Restaurant	Concert Hall	Gastropub
4	Bangor Charter Township	Convenience Store	Hardware Store	Cosmetics Shop	Sandwich Place	Jewelry Store	Motorcycle Shop	Gas Station	Discount Store	Rental Car Location	Intersection
10	Frankenlust Township	Fast Food Restaurant	Gas Station	American Restaurant	Sandwich Place	Intersection	Fried Chicken Joint	Hotel	Convenience Store	Hotel Bar	Sporting Goods Shop



Location Mapping

- Bay City location is by a number of streets and a river.
- Other locations are for the most part located near major roadways.

Conclusion and Recommendations

- Based on the above analysis and data I believe an Ice Cream shop has the most potential foot traffic in the Bay City area. Based on:
 - Number of Venues nearby (96).
 - Common types of Venues such as Parks, Food locations and Concert Hall.
 - Map features of area such as being next to a river and many road ways.
- Next steps for opening an Ice Cream shop in this area would require research on real estate options.
- Gain an understanding of local laws and regulations for Ice Cream shops.

References

- KaleidoScoops Inc., (2014, November 17). How To Find The Perfect Location For An Ice Cream Business <https://www.kalscoops.com/how-to-find-the-perfect-location-for-an-ice-cream-business/#:~:text=Placing%20yourself%20in%20a%20high,for%20their%20favorite%20cold%20flavors>
- Marchant, R. (2014, May 1). Consumers will Travel 17 Minutes to Reach a Local Business. Bright Ideas Blog. <https://www.brightlocal.com/research/local-business-travel-times/>