



3. Where to open new Whole Foods stores?

First, let's focus on the only states in the United States that does not have a Whole Foods: 'AK' 'DE' 'MT' 'ND' 'SD' 'VT' 'WV' 'WY'. If we were to open a Whole Foods location in these states, how might we select possible locations? we will look at how the population is distributed across the states using data from the US Census by mapping out the population and find cities with large population.

Second, we draw circles around each proposed location to estimate the population covered by each location and how close they are to the nearest open location.

Third, for existing locations, we will calculate how many people served by each store and find the possibility to add a one or more nearby.

Fourth, we could map out the competitors' locations and overlap with Whole Foods, which will indicate where is the potential location for next store.