

Location of John's Ice Cream and Pizza Shop

By Ronnie Jia

Introduction/Business Problem

A friend of mine, John, is a successful business manager in New York City. He is very passionate about ice cream, and since his childhood, he has dreamed of one day owning and operating an ice cream shop. As John's 45th birthday approaches, he increasingly finds his current job unsatisfying, and has been thinking more and more about following his passion, moving closer to his family in Illinois, and having a slower pace of life. Having worked full time for 20 years, John has accumulated a good amount of savings that would provide the initial investment to get his ice cream shop started.

As the demand for ice cream is seasonal, John needs to offer more than just ice cream so that he can attract customers during colder months and have stable cash flow. Fortunately, John worked in a pizza restaurant during his high school years and is quite familiar with the pizza business. So, he has decided that in addition to ice cream, his shop will also make and sell pizza.

As John's business plan gradually takes shape, he needs to decide where to open his ice cream and pizza shop. John has no doubt in his mind that the shop will be in McLean County, Illinois, where he grew up and many of his relatives still live. But he wonders which town in the county would be most ideal for his business.

After hearing that I am taking a data science course online and know how to use Foursquare data to explore venues and locations, John has asked that I suggest two or three towns in McLean County for his future business that meet the following criteria:

1. The town must be located in McLean County, Illinois
2. The town must not already have an ice cream shop.
3. The town must not already have a pizza restaurant.
4. The town has a substantial population to sustain the business.

Summary

Target audience:

My friend John, who has asked me to suggest three possible locations for his future shop

Main task:

To identify the three largest towns in McLean County, Illinois that have neither an ice cream shop, nor a pizza restaurant.