Chick-fil-A in Central Virginia

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January 2021

Coursera Capstone: IBM Data Science Course

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Data

To solve the problem, we will need the following data:

- Central Virginia, specifically a 40-mile radius centering just southeast of Charlottesville, data containing counties and populations
- Latitude and Longitude coordinates of those counties, required for visual display of data.
- Venue data related to other fast-food locations, used to further analyze counties.
- Venue data of other Chick-fil-A locations, used to determine possible success rate of a potential new location.

Data Source and Methodology

Virginia data containing counties will be obtained from the open data source: https://cbb.census.gov/. Geographical coordinates of the regions (latitude and longitude) will be obtained using the Python Geocoder package. Foursquare API will be used to gain venue data for other fast-food and Chick-fil-A locations for the county neighborhoods within the target area. While Foursquare provides many categories of data, this project will focus specifically on fast-food venues to solve the business problem. This project will require using many data science skills including web scrapping of open-source datasets, data cleaning, data wrangling, working with an API (Foursquare), machine-learning techniques and inferential statistical testing, and data visualizations (Folium).