

GROWW



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Description of business idea

Current Location: Thailand

Target Audience: Cloud-Food Business Owners

- Cloud kitchen owners struggle to attract new customers due to the lack of dine-in facility, limiting their exposure and growth.
- Groww tackles this by helping them get face-time with potential customers
- How? – Weather data, Foot-traffic data and restaurant review data



Presentation of all the APIs used and how it serves our business



1. OpenWeatherMap API

Description: OpenWeatherMap offers current weather data and forecasts, including temperature, humidity, and precipitation.

Business Benefits:

Weather Forecasting: Vendors can optimize stall setups based on expected weather, avoiding outdoor setups during rain or extreme heat to reduce losses.

Consumer Behavior Insights: Correlating weather data with foot traffic helps vendors anticipate customer flow changes, allowing for strategic adjustments.



2. BestTime.app API

Description: BestTime.app offers analytics on foot traffic and visitor behavior at various venues, forecasting busy and quiet hours based on historical data.

Business Benefits:

Foot Traffic Insights: Helps vendors identify optimal times and locations for their stalls, enhancing sales and customer engagement.

Surge Prediction: Forecasts when the most visitors will arrive or leave, enabling vendors to prepare with adequate stock and staff.



3. SerpAPI.com API

Description: SerpAPI provides real-time search results from Google and other search engines, including data on local businesses like restaurant ratings and reviews.

Business Benefits:

Restaurant Insights: Aggregates ratings and reviews to help vendors navigate the local dining landscape, basically taste palate analysis

Marketing Opportunities: Identifies popular restaurants for potential collaborations or promotions, driving traffic to vendors' stalls.



Relating APIs to our Business

Weather API – Is the weather feasible that tourists will come?

BestTime.app API – Are there going to be enough people for carrying out marketing campaign

SerpAPI – Aids clients in identifying overall taste palate of the region



Steps to Achieve a Clean and Structured Dataset

API Integration

Previewing Data

Converting to CSV

Removing Duplicates

Handling Missing Values

Renaming Columns

Converting to Appropriate Types

Sorting Data

Validation

Exporting Data



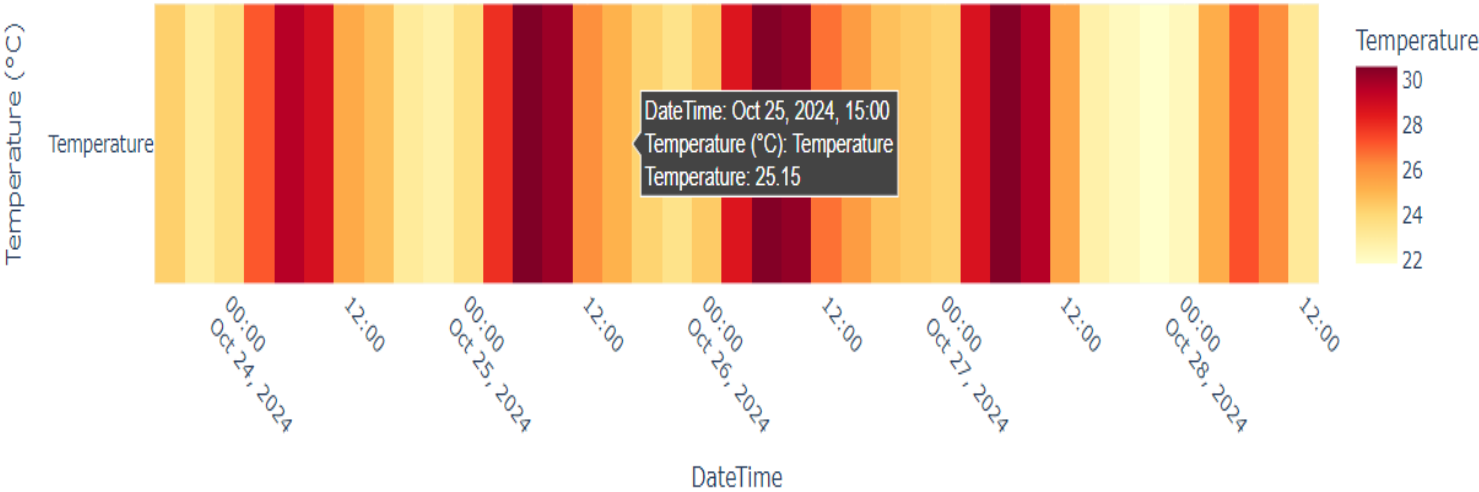
Data Visualization



An interactive temperature indicator to help clients assess if the weather is suitable for attracting tourists at their sample station

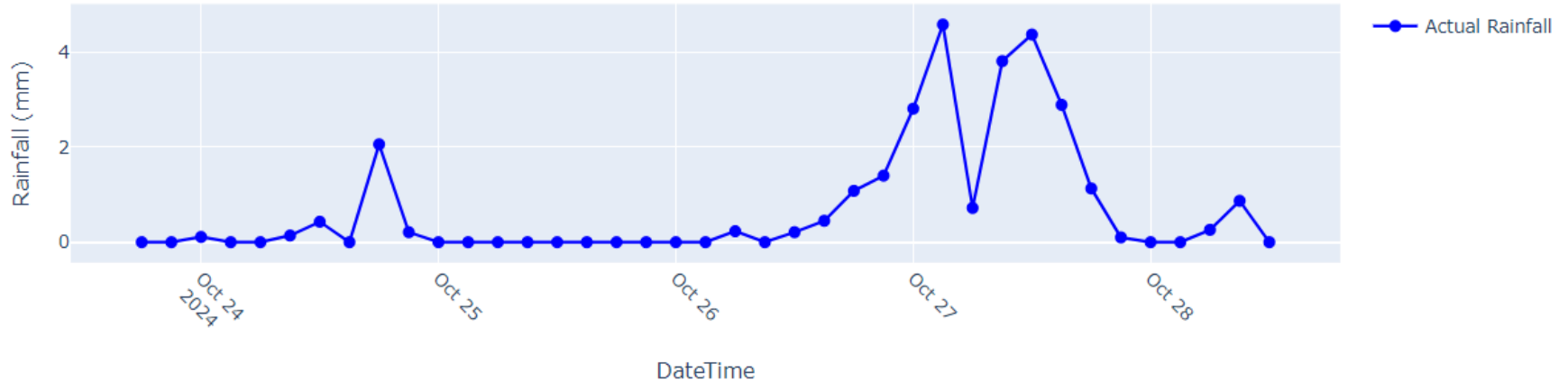


Temperature Heatmap

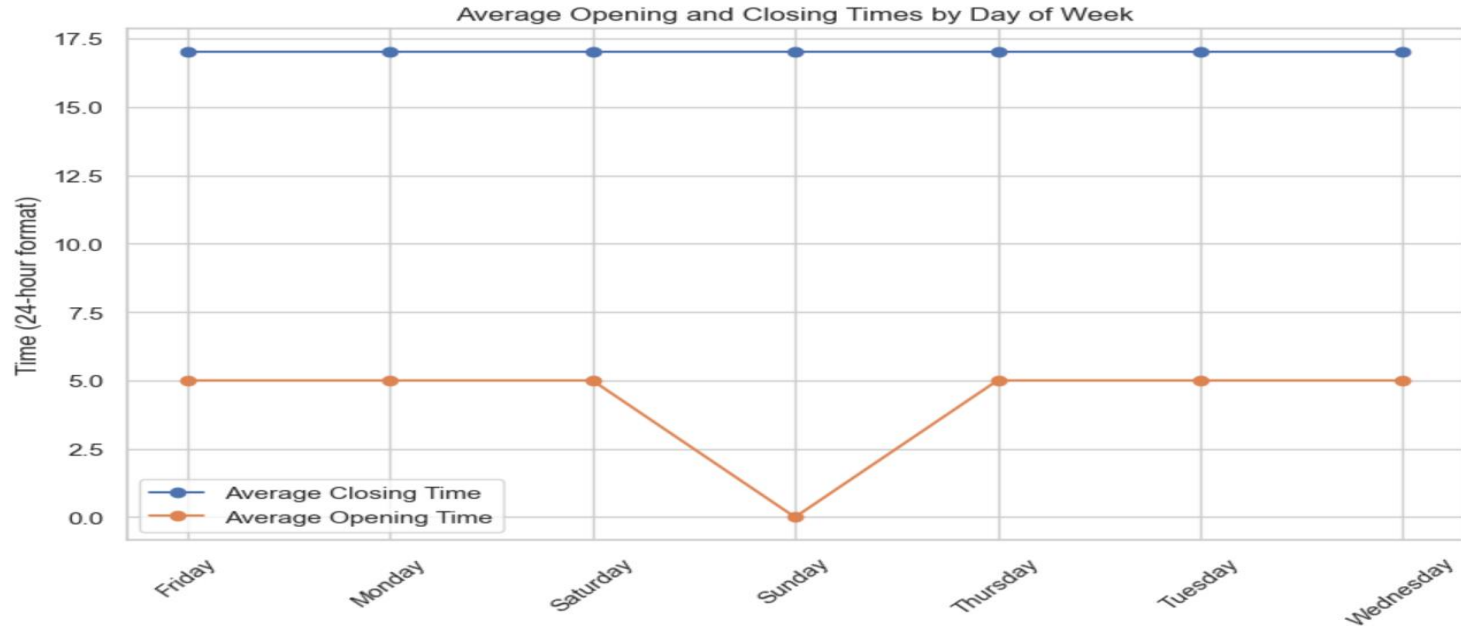


A rainfall indicator to help clients assess if the weather is suitable for attracting tourists at their sample station

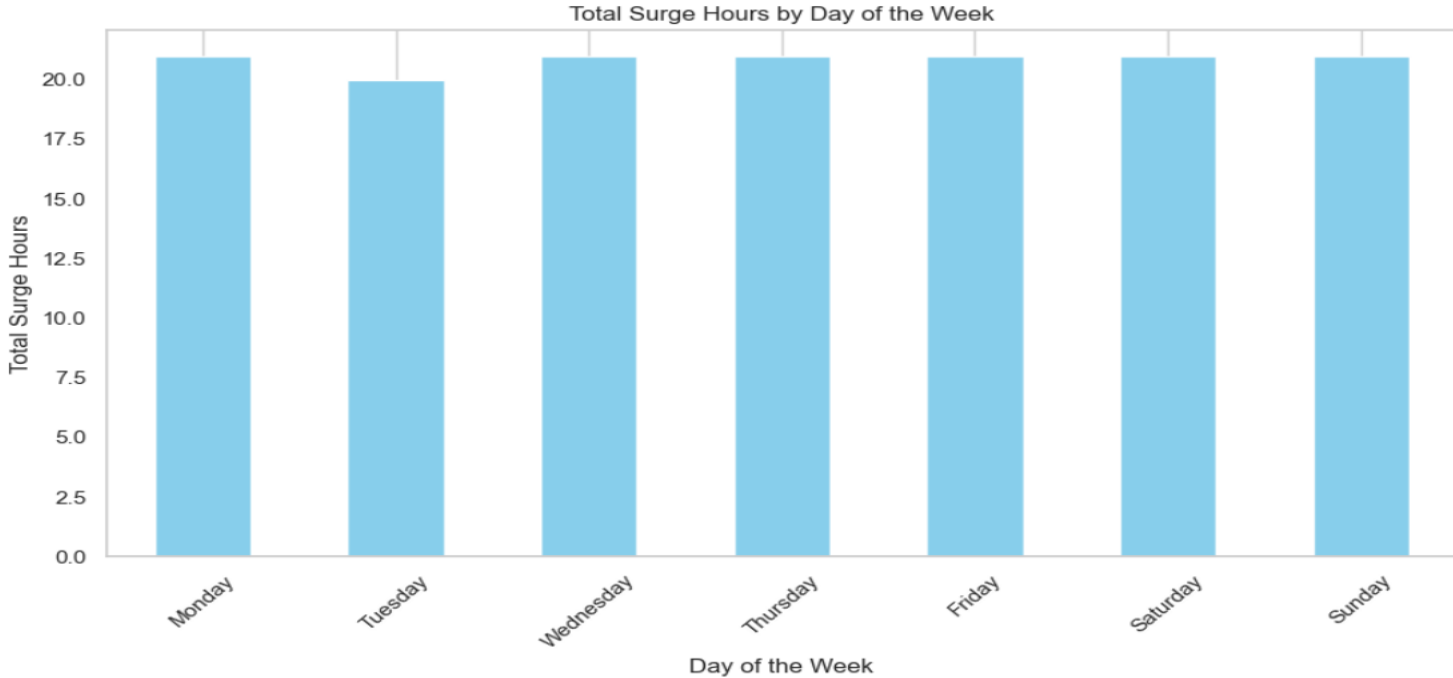
Rainfall Over Time



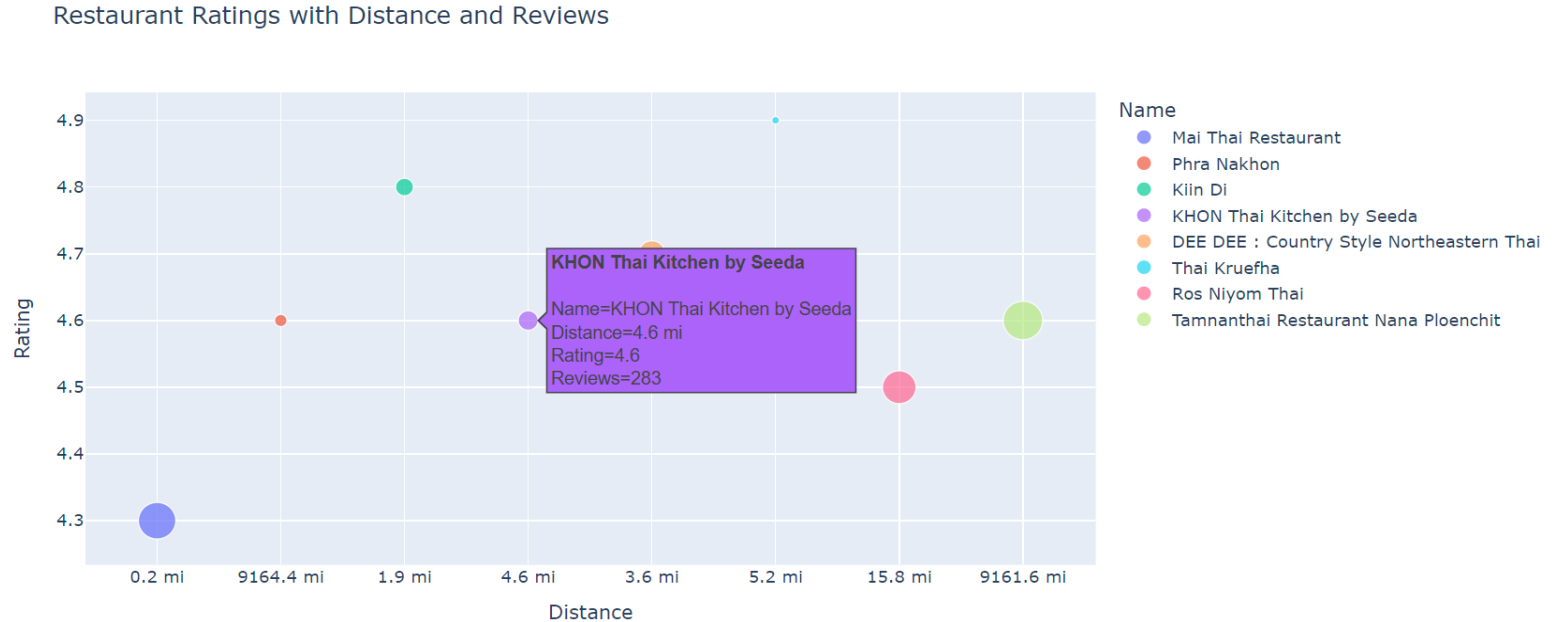
This graph reveals that contrary to the usual belief of Sunday bringing more customers, our analysis shows it's not the ideal day for offering samples.



This graph shows that except for Tuesday, the region stays busy till 8 p.m.



This graph gives the consumers, options of restaurants to choose from, to assess whether the regions taste-palette suits to their products



Statistical Findings:



- **Friday** is the day we should use for our promotion strategies, example, “Hey chefs, our data says Friday is going to be the busiest day of the week, are you ready to set up your station?”
- Maximum client traffic expected on: **2024-10-24** with **4 hours** of favourable weather conditions.

Chefs, get ready! Data shows Friday will be our busiest day—time to prep your station for the rush!”



Storytelling



Why did you pick this business idea? Why this name?

We aim to help homemakers and cloud kitchen owners **groww** by making data-driven decisions. Offering samples can be discouraging when there aren't enough consumers on-site to try their food.



Who is your target audience? What problem does it solve?

Homemakers restarting their careers or food business owners without the funds for a dine-in setup often rely on exhibitions for people to sample their food but get limited face-time with potential customers.



What are your current challenges and opportunities?

While the API's freemium plan offers limited data, we've gathered valuable insights but there's room for improvement

With funding, we can expand to multiple locations and offer deeper analysis, including peak and quiet hours using a paid version of the foot traffic data. We can also shift to APIs that provide reviews restaurants all over.



Can Data save your business or make it expand to new territories?

Yes!

- Expanding service to multiple locations
- Extracting more parameters for clients to make informed decisions
- Data can also give us insights on where our service has the highest potential customers and much more





Thank-you for your time!