

## **Opening a Food truck in San Diego**

### **Introduction:**

San Diego is a city in the U.S. state of California on the coast of the Pacific Ocean, approximately 120 miles (190 km) south of Los Angeles and immediately adjacent to the border with Mexico. San Diego is the eighth-largest city in the United States and second largest in California. San Diego was originally centered on the Old Town district, but by the late 1860s the focus had shifted to the bayfront, in the belief that this new location would increase trade. As the "New Town" – present-day Downtown – waterfront location quickly developed, it eclipsed Old Town as the center of San Diego.

Downtown San Diego has a busy nightlife with many bars, restaurants and other eateries. However, one of the drawbacks of the downtown area is the lack of affordable food options. Most restaurants in downtown area close early and very few are open close to the late night.

### **Opening a food truck:**

A young San Diegan wanted to open a food truck near the busy nightlife area to cater to the night owls. But before he opens his food truck, he wanted to thoroughly study the neighborhood of Downtown and understand the best area to open his business. Since he is planning to open his food truck in the late hours, we are also interested to see the crime rate in the neighborhood.

Using our data analysis skills, we will help him find the most suitable place for his food truck.

### **Data source and other tools:**

Crime data for San Diego (2019) was obtained from this source:

<https://www.sandiego.gov/police/services/statistics>

The data was cleaned up and will be used in my analysis.

I will also be using Foursquare API for getting venues closer to downtown San Diego.