

Food Truck Location Planner

Coursera Capstone Project - IBM Data Science
Certification

Business Problem

- This project aims to analyze open data for a city to determine the best places to for a food truck business.
- We are assuming that a friend has a food truck that serves tacos.
- Find out where in city they should plan to spend most of their time.

Requirements

- The area should be high population density.
- The area crime rate should be low.
- The number of competing restaurants should be low.
- After spending countless hours online researching this and not getting anywhere they turned to me for help. Let's see if I can help them.

Data Sources

- The following was the data source used and where this dataset is available.
 - Available on the Denver city website,
<https://www.denvergov.org/opendata/search?mode=table>
 - Denver Census Data.
 - Denver Crime Data.
 - FourSquare data
 - Location Specific Data - restaurants, bars, parks.

Methodology

- The data would be used to determine the following
 - Census Data
 - Find the population density of various neighborhoods.
 - Find the age groups living in those area.
 - The primary areas of focus would be areas where age groups between 18 - 40.
 - The assumption is that this group is more outgoing and has the ability to spend on eating out instead of making food at home.
 - (continued on next slide.....)

Methodology

- The data would be used to determine the following
 - Crime Data
 - Determine where most of the crimes are taking place
 - Determine the crime density
 - Map this data to give a visual of the ideal locations
 - Location Specific Data
 - Based on the above data get venues for the top 10 places.
 - Determine what is the most common venues in that location.
 - Avoid areas with high concentration of Mexican restaurants.