

Food Truck Location Planner

Business Problem

This project aims to analyze open data for a city to determine the best places for a food truck business. In this case we are assuming that a friend has a food truck that serves tacos. They want to find out where in the city they should plan to spend most of their time. So they have the following requirement,

- 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 first step was to see what data is available freely for the area. In this case the city was Denver. 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.

Data Usage

The data will be used to determine the following,

1. Census Data

- Find the population density of various neighborhoods.
- Find the age groups living in those areas.
- 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.

2. 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

3. Location Specific Data

- Based on the above data get venues for the top 10 places.
- Determine what is the most common venue in that location.
- Avoid areas with high concentration of Mexican restaurants.