

# DataVizFinal\_20200828 Mid-City by the Slice

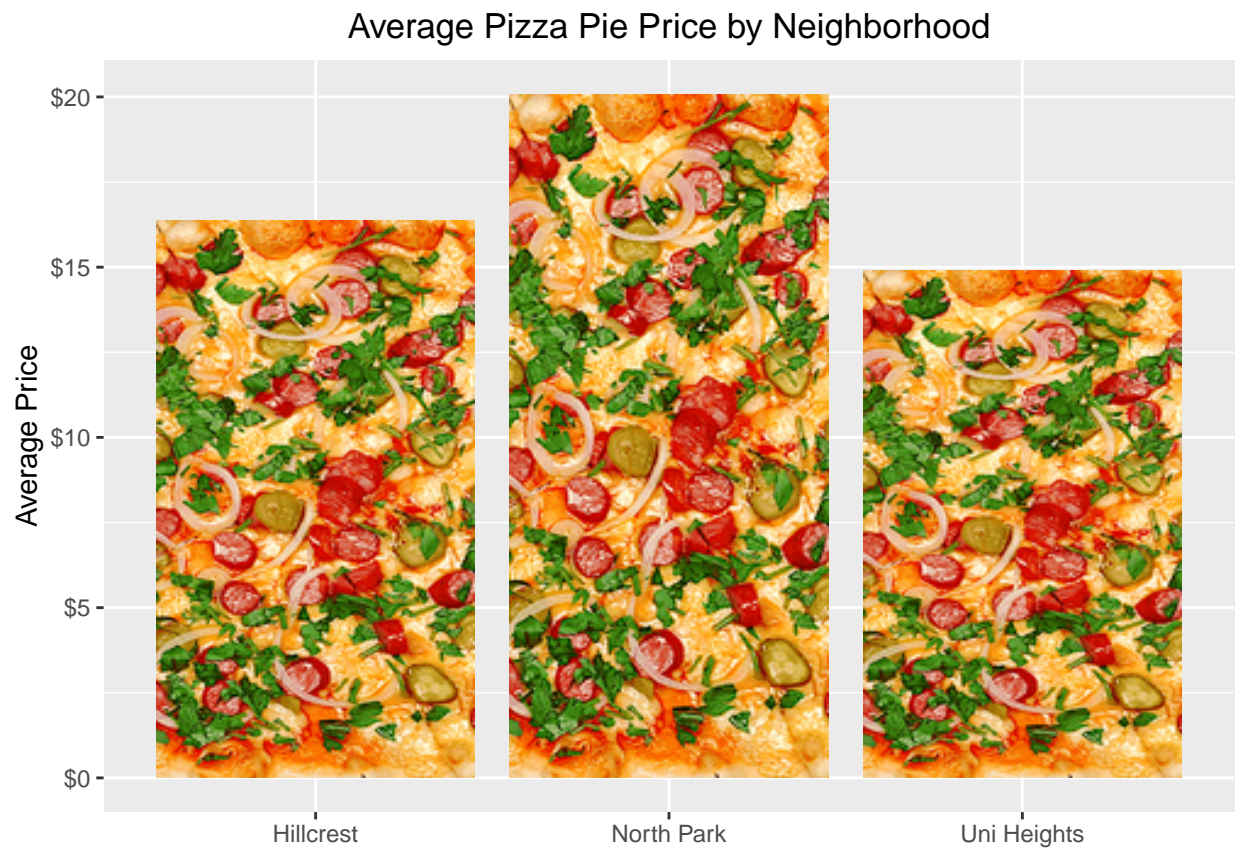
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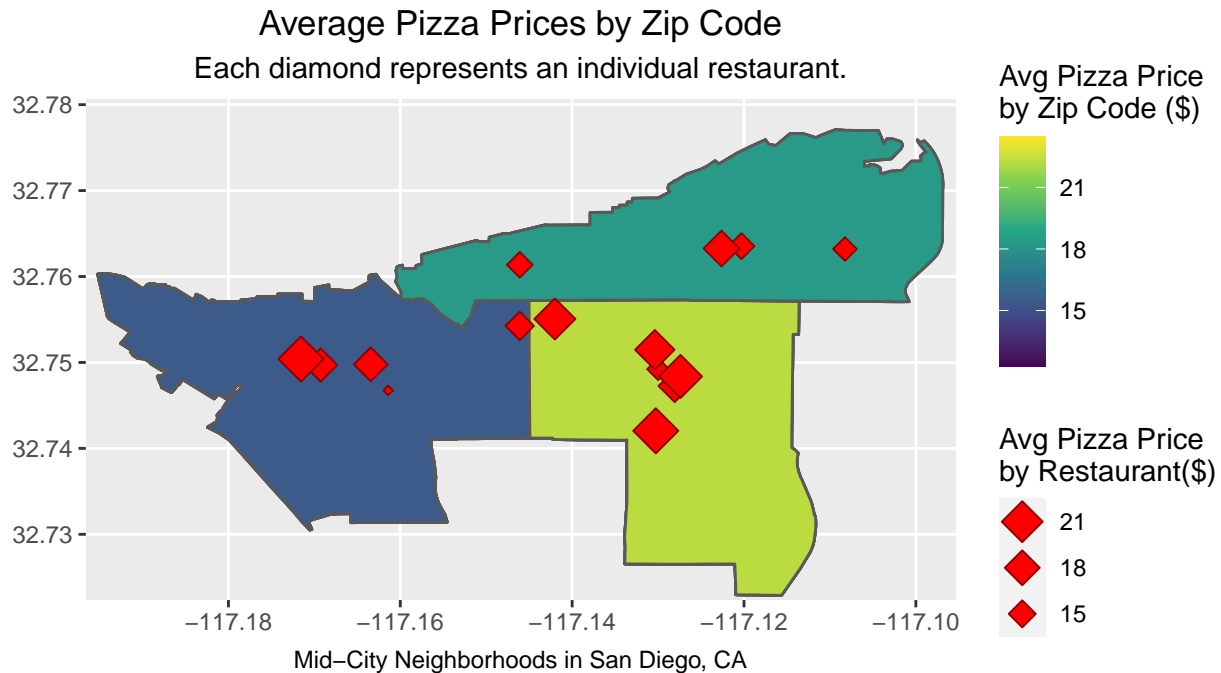
## Introduction

The data used in this report was collected between 2014 and 2020 for select pizza restaurants in the greater Mid-City area of San Diego, CA. As a pizza enthusiast on a budget I was curious to know which neighborhood offered the best value for a whole-pie purchase. Data was collected online and little additional verification was carried out. For instance, if a pie named “Pepperoni” failed to list mozzarella as a topping, mozzarella was included in the data based on the assumption that all pepperoni pizzas come with mozzarella as the primary cheese ingredient.

## Plot 1



## Plot 2



The plot above shows us two pieces of information.

1. The average pizza price by Restaurant location on the map. The larger the red diamond the greater the average price.
2. The average pizza price by Mid-City zip code.

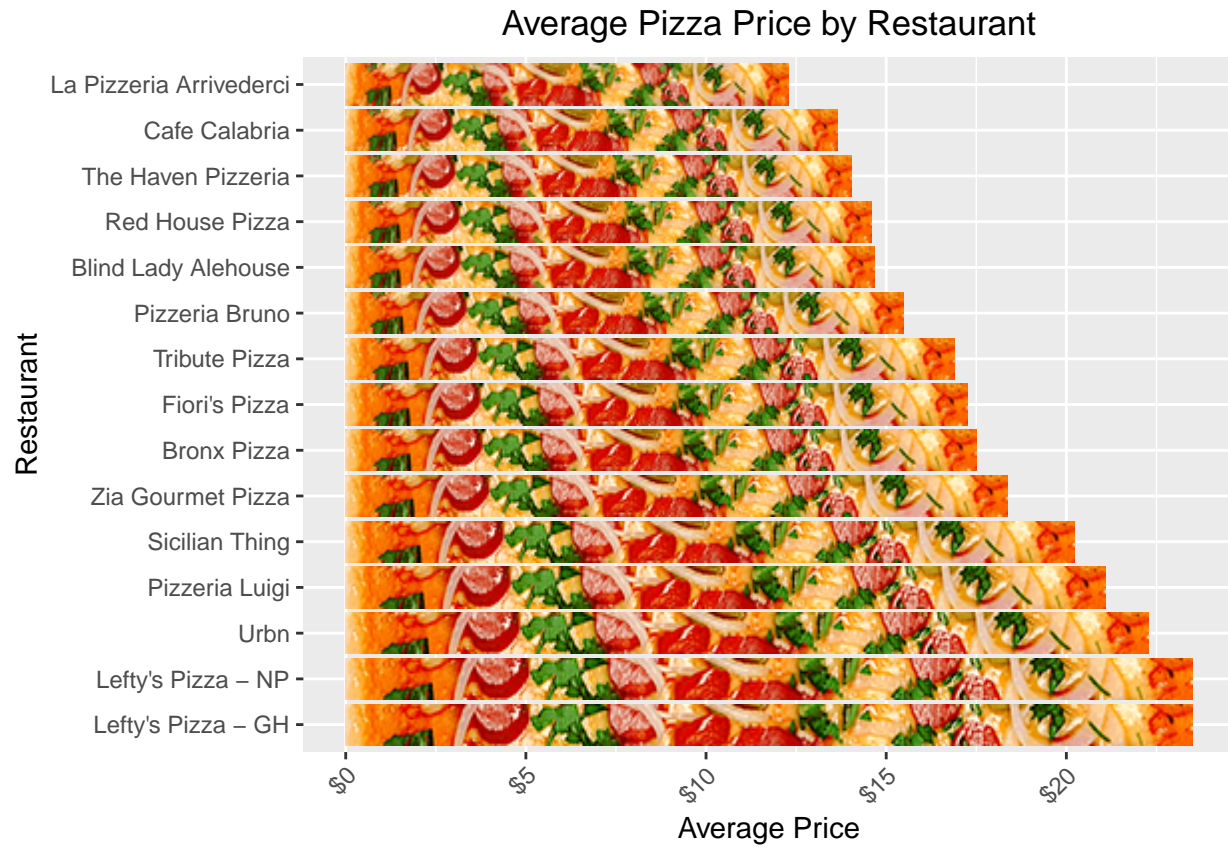
This chart is useful because it shows the restaurants' proximity to one another and how average prices are distributed across the region as a whole. Readers familiar with the Mid-City region will notice that restaurant locations line popular thoroughfares like 30th Street, Park Ave, Adams Ave, and 5th St.

## Plot 3

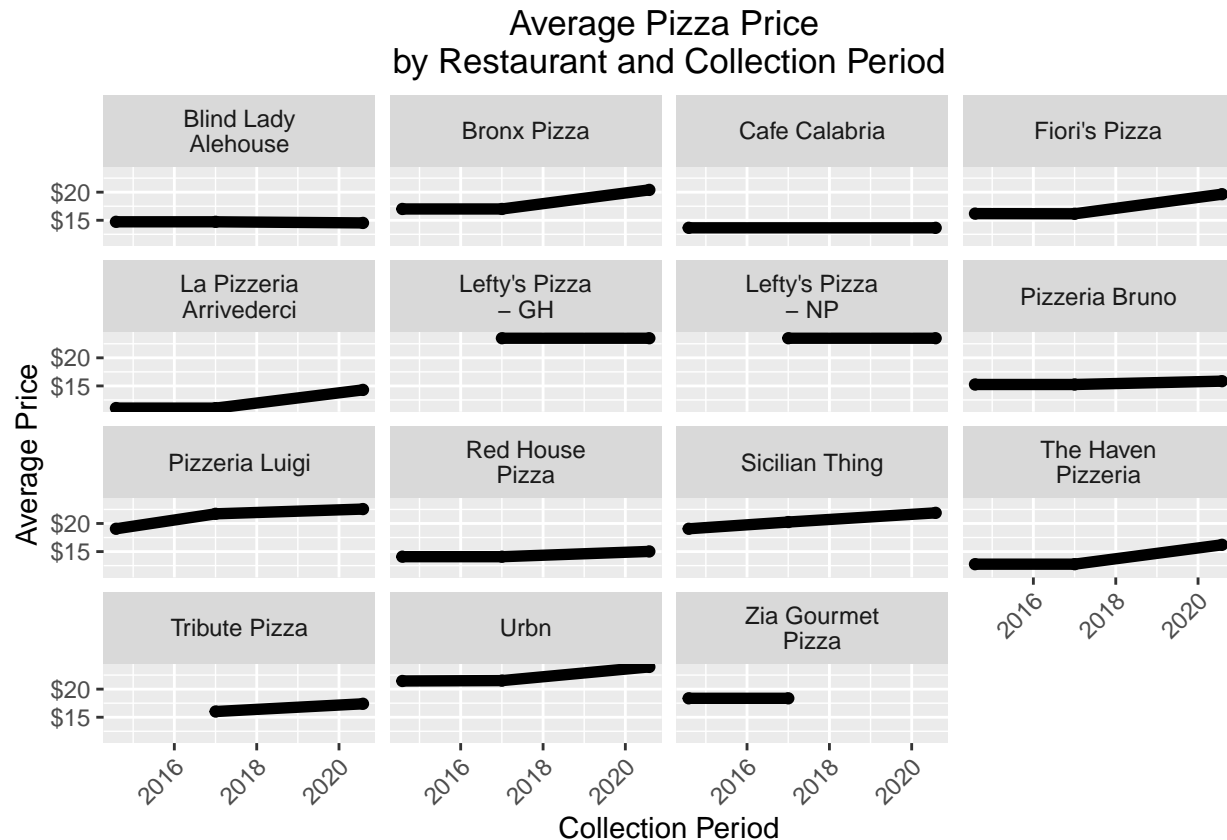
Neighborhood	Hillcrest	North Park	Uni Heights
Hillcrest	0.0%	23%	-8.9%
North Park	-18.5%	0%	-25.7%
Uni Heights	9.8%	35%	0.0%

Read the table above from left to right. If you live in Hillcrest and travel the great distance to North Park you can expect to spend roughly 23% more on a whole pie than if you had stayed in Hillcrest. If you were to head to Uni Heights for a pie you would save roughly 9% on the cost of a pizza, which you could then spend on beer at the Lancers.

Plot 4



Plot 5



## Tableau Dashboard

[https://public.tableau.com/profile/taryn4641#!/vizhome/DataVizFinal\\_20200827/Mid-CitybytheSlice?publish=yes](https://public.tableau.com/profile/taryn4641#!/vizhome/DataVizFinal_20200827/Mid-CitybytheSlice?publish=yes)

## Executive Summary

The purpose of this self-motivated data collection was to determine whether it was worth my while to leave my neighborhood of North Park to save a buck or two on my pizza habit. The data shows that North Park is indeed the most expensive neighborhood for pizza, though Plot 2 shows me that there are lower average-priced options to be considered.

University (Uni) Heights came in with the lowest average price, followed by Hillcrest as the mid-range neighborhood option. Pizzeria Arrivederci in Hillcrest had the lowest average price per pie across all collection periods, though for 2020 Cafe Calabria in North Park claims the lowest average price across all locations. Conversely, both of the Lefty's locations claim the highest average pie price across all collection periods. It's also worth noting that Lefty's prices did not change from 2014 to 2020. It would be interesting to incorporate inflation against these prices to see if restaurant prices follow the same trend. In the case of Lefty's we might conclude that the restaurants' margins have narrowed if pie prices have remained static and inflation has increased from 2014 to 2020. Or perhaps they increased prices on other menu items to maintain consistent pizza prices and margins overall.

Filtering the dashboard for Vegan vs Non-Vegan shows us that the number of Vegan options have increased from 2014 to 2020 in North Park and Uni Heights, though Hillcrest remains staunchly unaccommodating.

### **Data Collection Process**

The data collected was purely quantitative outside of the general bias I entertained when selecting pizza establishments to include in the collection. Restaurants were selected based on style of preparation, general presentation and whether seating is available. National chains and budget takeaway restaurants were not included. Fiori's Pizza is takeout only and the one exception to this guideline because in 2014, there weren't very many pizza restaurants in Hillcrest. The majority of the pies collected are thin crust with a few exceptions. The reasoning behind this decision is that I personally prefer thin crust pizza and because this data was collected as a personal pan project, thick crust pizza was excluded.

### **Future Improvements**

Including inflation price as a barometer for pizza price fluctuation might be a valuable comparison to see if average price increases (or decreases) are in line.

In 2020 Hillcrest and North Park have a handful of new pizza locations that should be included for completeness and Fiori's Pizza should be considered for removal since the location does not offer seating.

Additional data collection regarding the height or thickness of each pie would be a valuable data point to have. Cafe Calabria for instance makes very, very thin pies generally (~3-4mm based on my memory and estimate). Pizzeria Luigi's pies would be considered thin by any measure (~6-8mm), but compared to pies from Cafe Calabria they are much thicker. In the world of pizza 4mm of additional crust and melted cheese is nothing to ignore. As noted earlier, Cafe Calabria came in with the lowest average pizza price in 2020. If the restaurant uses less ingredients by volume than another location, that would presumably affect not only the price of the pies, but also the cost value.