The data used in this exploration study are:

1. name, area & population & population growth rate:

the regent & sub regent, area (m2) and population number are available in different resources.

https://en.wikipedia.org/wiki/List_of_districts_of_Jakarta

https://jakarta.bps.go.id/dynamictable/2019/11/11/69/3-1-1-penduduk-laju-pertumbuhan-penduduk-distribusi-persentase-penduduk-kepadatan-penduduk-rasio-jenis-kelamin-penduduk-menurut-provinsi-kabupaten-kota-kecamatan.html

https://jakarta.bps.go.id/indicator/12/417/1/proyeksi-penduduk-provinsi-dki-jakarta-menurut-kecamatan-jenis-kelamin-dan-rasio-jenis-kelamin.html

- population density: higher is better

- population growth rate: higher is better'

2. average monthly budget for food:

each regent has different buying power, hence we include this into consideration. The higher the value, the better.

https://jakarta.bps.go.id/indicator/5/136/1/rata-rata-pengeluaran-per-kapita-sebulan-makanan-dan-bukan-makanan-di-daerah-perkotaan-menurut-kabupaten-kota-rupiah-.html

3. non chicken based food outlet density

the non chicken based food outlet, as a indirect competitor in customer buying decision will be included. Filter will be done to outlet name using keywords : macdonald, kentucky, fried chicken, ayam. Data is taken from foursquare.

4. chicken outlet density

the number of chicken based food outlet, the direct competitor for our main product. The lower is better.

Data is taken from foursquare.