

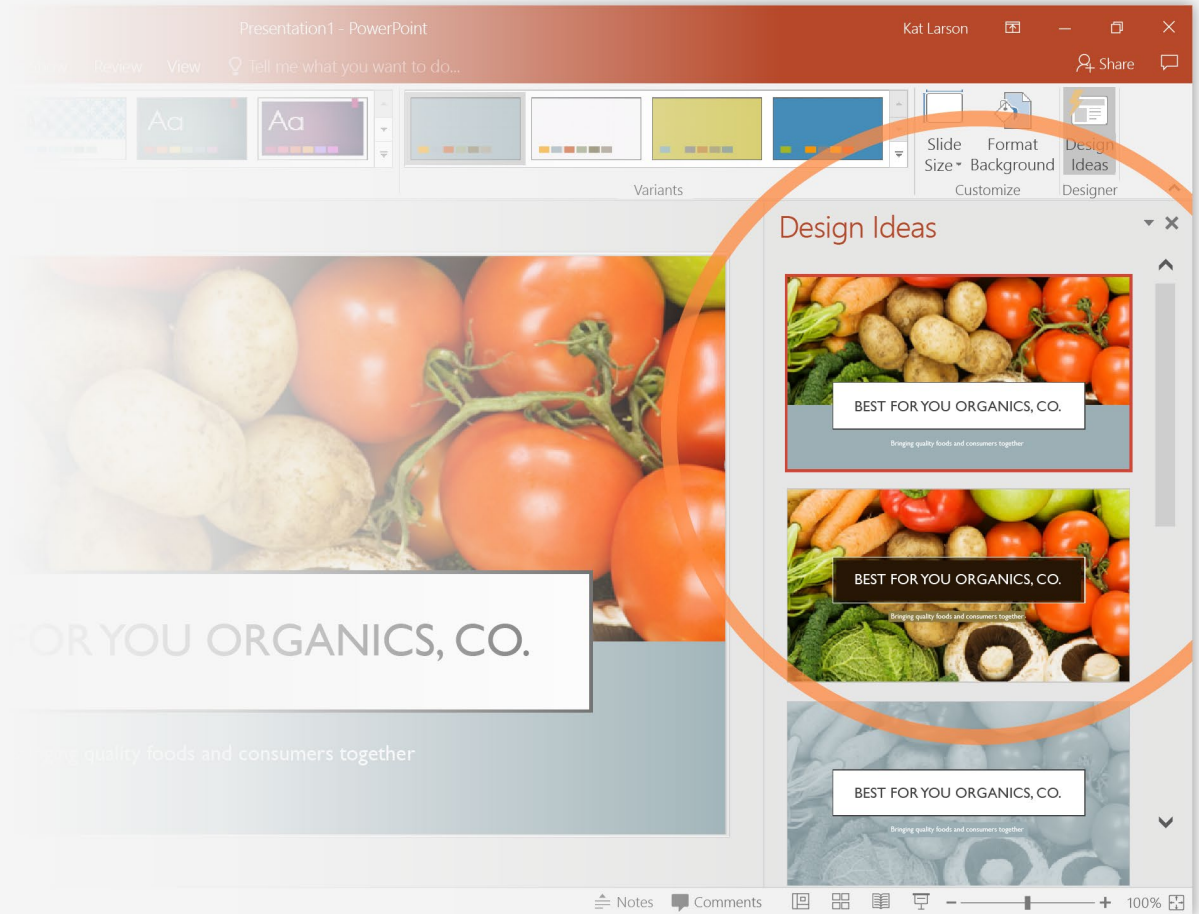
Battle of the Cities – Healthy Food Café Pilot Launch

Toni Krowisz



Healthy Foods Café Pilot Launch

LiveLong has petitioned our firm to gather and analyze some research for healthy food cafes. They are requesting some recommendations on the best cities in which such cafes have the potential to be profitable and have a positive impact in that community. **LiveLong's** goal is to target two cities for launching their initial health food cafes, and checking the results of revenue and positive impact in the community. The criteria is to target cities that have larger concentrations of venues for healthy choice activities with lowest rate of competition.



Data Sources

Healthiest & Unhealthiest Cities in America

Adam McCann, Financial Writer • Feb 10, 2020



This report at wallethub.com has a list of the healthiest places to live in the United States. These cities are ranked according to a total health, food, fitness, and green space score.

The top 25 healthiest cities are chosen from this previous study. Within these cities, we gather Foursquare location data for venues that represent healthy choice activities, i.e. gyms and fitness centers, along with other types of eateries in the area. The healthy choice activities will give insight to the potential market in the neighborhoods. The other types of cafes in the area will give insight to potential competitors.

Of these venues, we gather data to understand visitor ratings. Some data visualizations are presented to give some insights. This information is used to determine a success factor rating of 1 or 0. 1 means that the visitor ratings for a specific venue is equal to or greater than the mean of all ratings. 0 means that the visitor ratings are less than the mean.

Some Observations

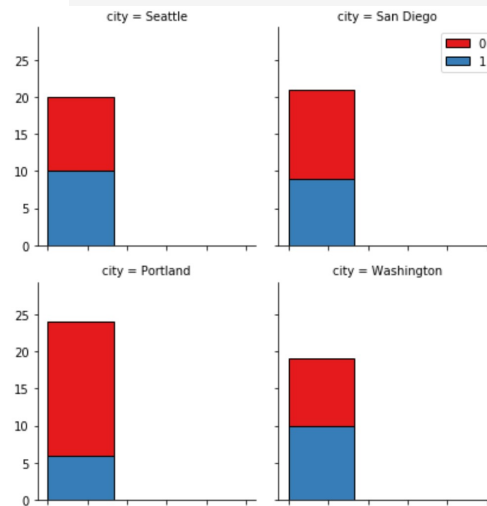
1

Histograms suggest that restaurant venues have a greater success chance of success than fitness venues.



Restaurant venues Success Factors comparisons

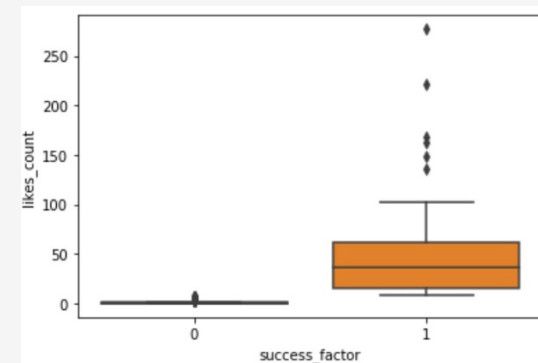
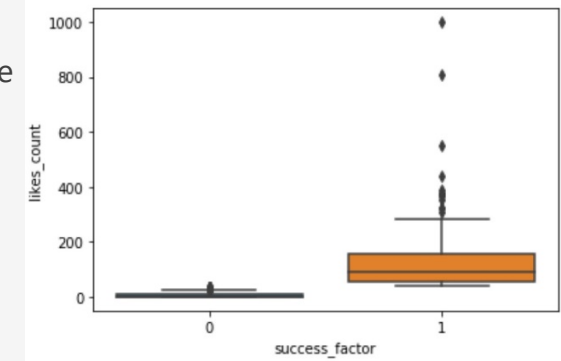
Fitness venues Success Factors comparisons



2

Boxplots of the data suggest that many of the 'successful' venues appear to be outliers with respect to like counts

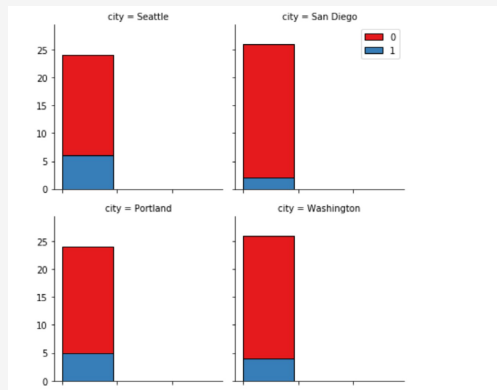
Restaurant boxplot of like counts



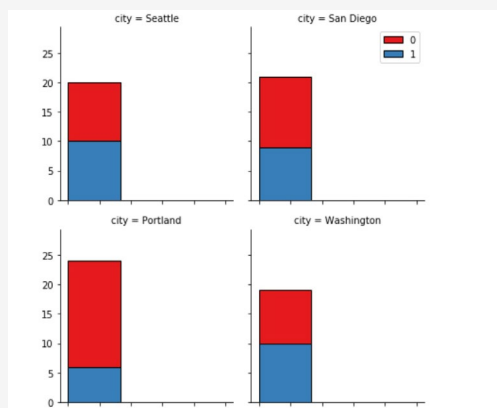
Fitness boxplot of like counts

Observation Summary

Fitness



Restaurant



1

Based on the histogram plots for success factor comparisons, the top cities for both fitness center success and restaurant success are:

- Seattle, WA (West Coast)
- New York, NY (East Coast)

These will be the two cities that we will recommend for an initial pilot launch of a healthy food café.