**Delivery Profit Increase**

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Using consumer data for Texas residences to improve the consumer’s experience and drive new business opportunities for our restaurant delivery service. Determine where we can expand and where we can outperform the existing competition.

Research Questions

Q1 Customer reviews for delivery in Texas

-Who has positive customers reviews (4 stars and above)

-Who has negative reviews (3 stars or less)

Q2 Best opportunity by the availability

-Who is dominating the area

-How can we compete

Q3 Based on population density/ household income

-Will the profit support our business based on household incomes

-Will our business gain market share based on area population

We will be using:

* Yelp API
* Google API

Rough Breakdown of tasks

Estuardo Balderas- Q1

Shashi Pathak- Q1

Sarah Delia- Q2

Jill Smith- Q3