**Project Report**

**Introduction/Business Problem:**

**The owners of a Sports bar chain let's call it "Sports Bars" for the sake of this project want to expand their business by opening two (2) more bars. In all the bars of the "Sports Bars" chain, they broadcast basketball and baseball. With the current situation with covid-19, the games are played behind closed doors without fans. All these fans are now going to bars to watch their favorite team and the "Sports Bar" chain in order to take advantage of this, they are opening two more bars. The stakeholders of the Bars, want to open the first bar around Manhattan and Bronx to serve the New York Knicks fans (based in Manhattan) and the New York Yankees (based in Bronx). The second bar is going to be around Brooklyn and Queens to serve Brooklyn Nets fans (based in Brooklyn) and the New York Mets (based in Queens). Also after the opening of the bars, they want to find out what are the busy days of the week to have more staff working these days. In order to find the best location to open these two bars in the two areas and to find out which days to have more staff, the hire a Data Scientist or a Data Analyst. This means that target audience of the project are the owners of the "Sports Bar" chain alongside with the stakeholders. They will review the project and the presentation and decide if they proceed with the expansion (location and staff schedule) that the Data Scientist propose.**

**Data**

**Data that are going to use for the purpose of finding the best locations, are first data from Foursquare with the venues of New York. These are going to used to see all the location of all bars (sport's bar also attract not sport fans) and check which locations can potentially be suitable. For example a good location might be somewhere with no other sports bars close, or a populated area that might have another sports bar but is always crowded. Also foursquare can be used to check where there are a lot of other venues (like restaurants, theaters etc.) which means that people are hanging in this area and they might look for a bar after their visit in a different venue. In addition, datasets with the game dates of the four teams mentioned above (Knicks/Yankees for Manhattan/Bronx and Nets/Mets for Brooklyn/Queens). This is because we expect more people visiting the bars to watch their team.**