

Coursera Capstone Project

Is opening a pub or bar a good idea?

Overview

- ❖ Business Problem
- ❖ Data Sources
- ❖ Assumptions
- ❖ Analysis

What are we doing here?

Business Problem

An investor is looking for good business opportunity in the city Chennai.

- Chennai is one of the fast emerging as a destination for information technology outsourcing and has seen a growing number of IT parks being built here. Most of the upcoming complexes are being built along the I T Corridor and the southern suburb.
- These IT parks are hubs for major companies and employs educated segment of Indian Society especially youth fresh from Universities in large number.
- The youth with new financial independence enjoy drinking and to socialize after work.

Hence, opening a Pub near upcoming IT park seems like a good real estate investment.

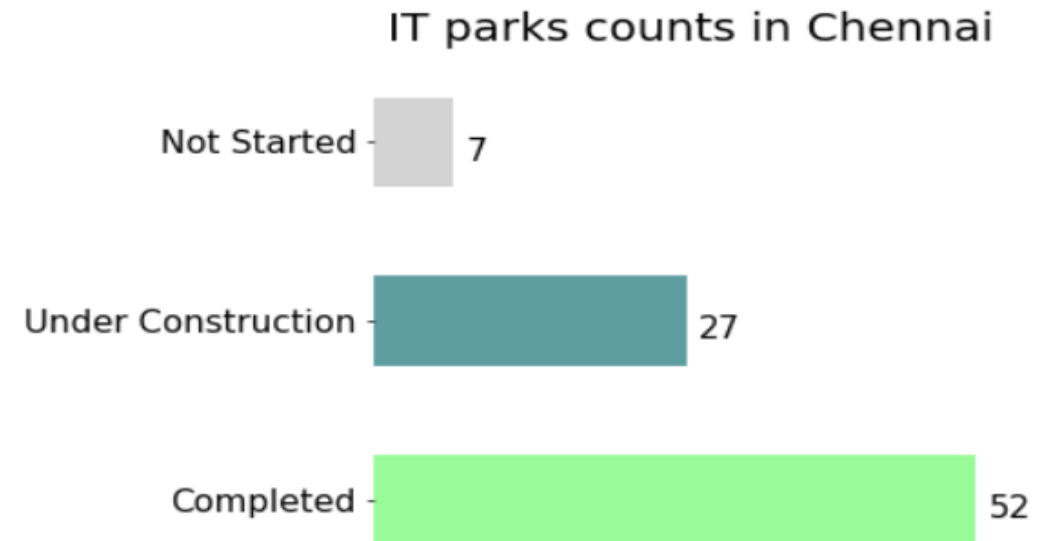
A Spatial and other relevant Data Analysis on how existing Pubs/Bar are located near IT Parks is important to analyze if this investment is feasible.

How are we getting there?

Data Sources

1. Source 1: List of IT parks in Chennai:

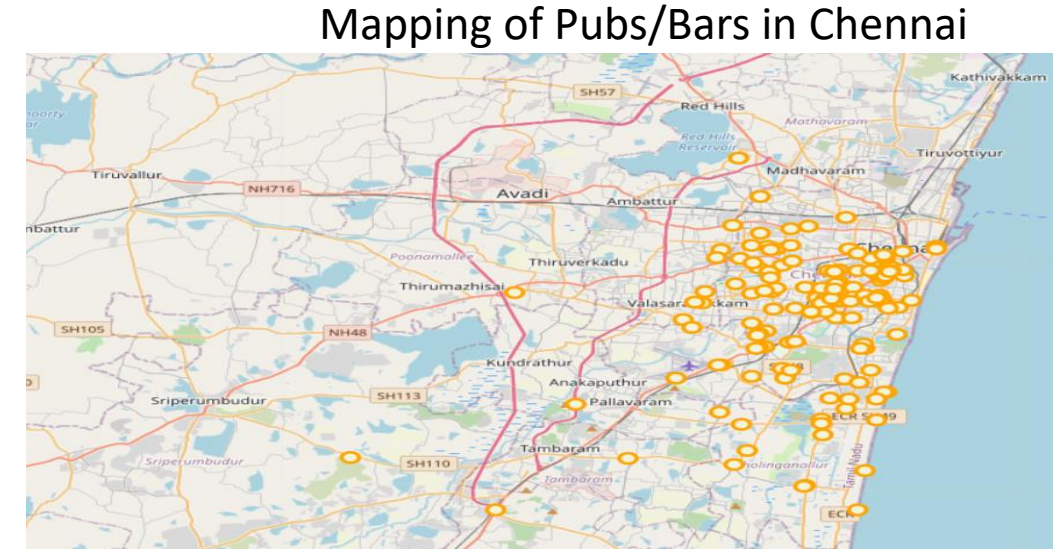
The sample list of IT parks with the construction status (completed, under construction, not started (planned stage)) is extracted from the Wikipedia.



Source: "https://en.wikipedia.org/wiki/List_of_tech_parks_in_Chennai"

2. Source 2: List of Pubs/Bars around those IT Parks:

The Foursquare API is used to generate the Pubs/Bars around 3km radius of the IT Parks.



Source: "FourSquare API used to map the Geocode of Pubs/bars in Chennai"

Just Remember...

Assumptions

1. The impact of following is assumed not to affect the decision of the investment:

- Density of population and income distribution of the particular area.
- Universities, tourist places or other popular, other commercial offices/places
- Infrastructure development of the area, overall popularity/history of the are
- Availability and prices of land/rental spaces in area
- The footfall and profitability (number of people visiting the pubs/bars) of the bars/pubs
- Investor financial constraints

2. The 'Foursquare API Constraints

- Limitation of only 50 items per API call, hence completeness is not confirmed
- The categorization of venues is considered as per Foursquare API
- API version is used for Dec 31, 2020

Assumptions

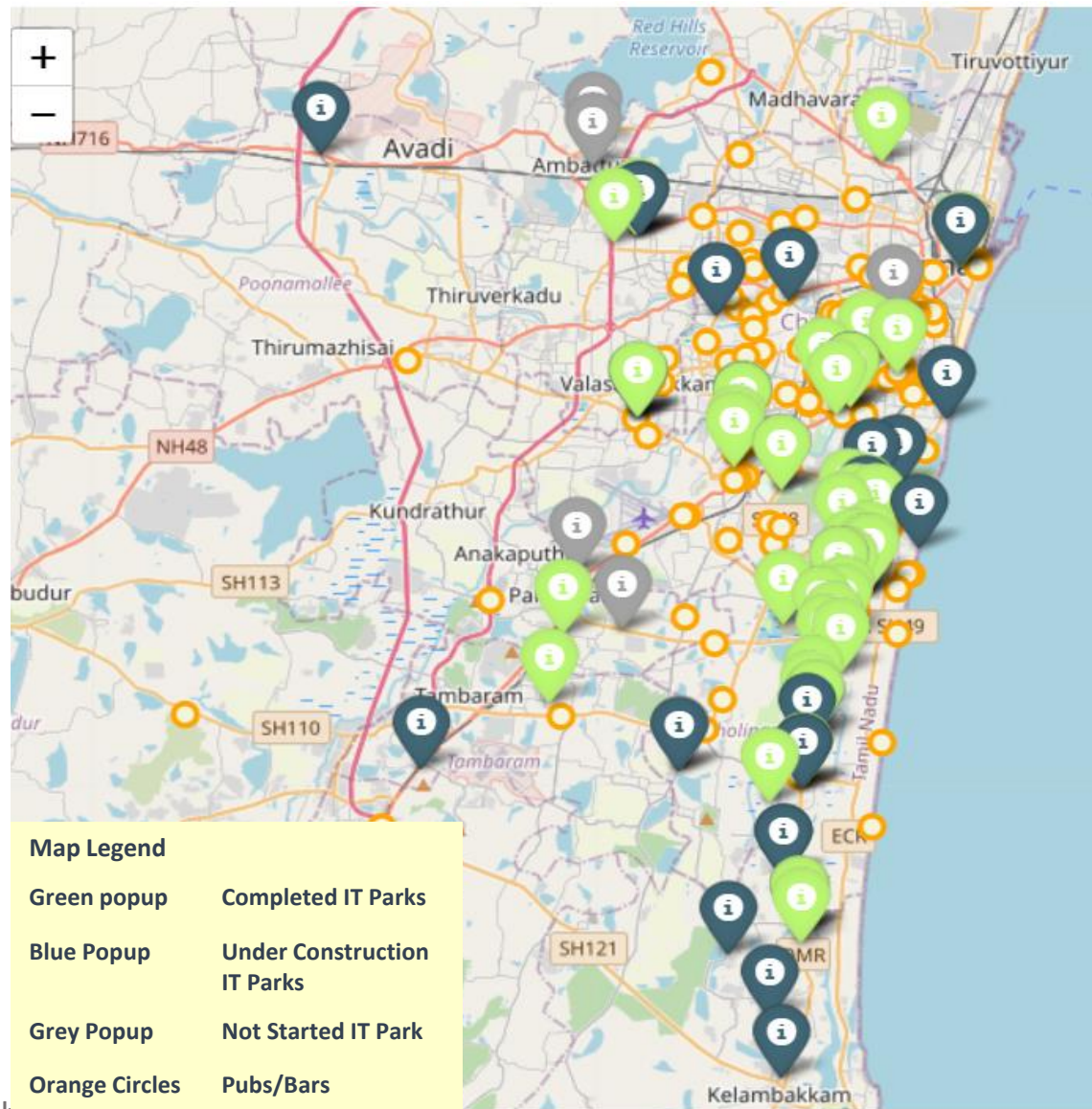
3. The Wikipedia source is not updated as on date .However, for this analysis, this **source is considered a reasonable sample**. Furthermore, relevant updates, has been made by verifying through internet search.

4. **Places which are tagged or categorized as restaurants have been excluded**, these may serve alcohol. The focus of the research here on investment in pubs and bars near to an IT park.

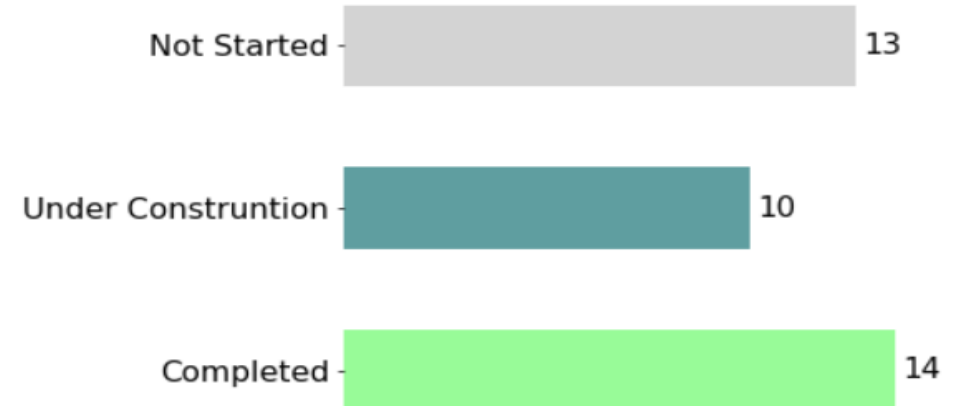
Why it is a good idea?

Analysis >>>>

Spatial Mapping of IT Parks & Bars/Pubs in Chennai



Average Pubs/Bars near IT Parks

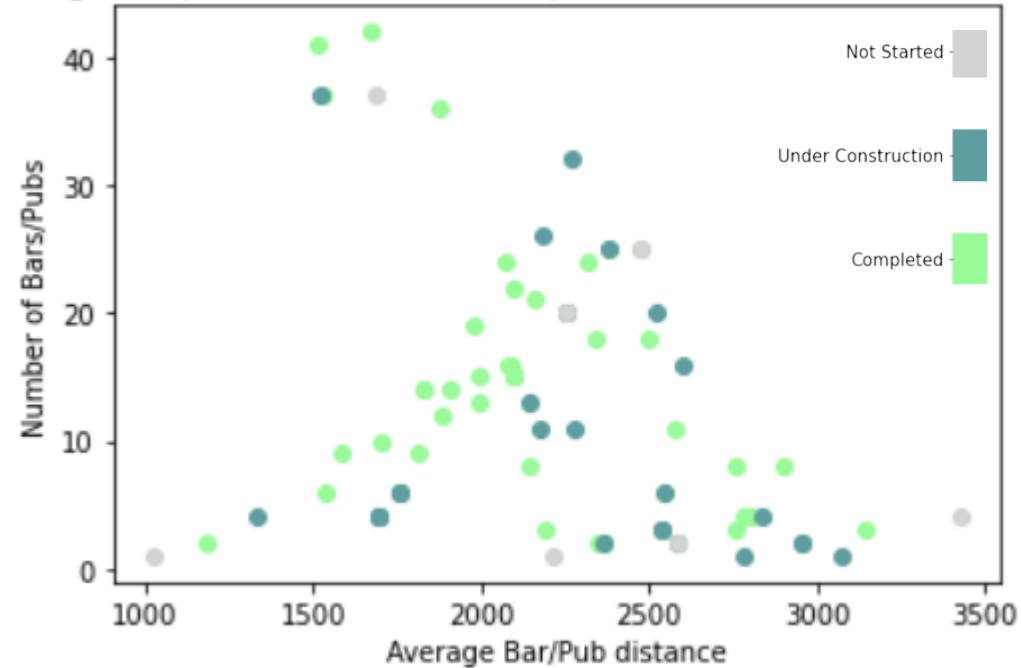


- The average bars/pubs near under constructed is 10 as compared to 14 around completed IT Parks.
- There are many upcoming IT Parks on the southern borders of the city and it could be a good place to open a pub/bar.
- The majority of pubs/bars are around the completed IT parks, with few exceptions.
- The planned (not started) IT parks are near the area where there are already pubs/bars and completed IT parks. Hence average is high.

There is clearly a trend with bars/pubs counts near an IT Parks. As distance increase from IT park, the bar/pub count is reduced.
(observe trend for completed IT Parks)

Hence, opening of Pub/bar within 2200 meters is advisable.

Average bar/pub distance and bars/pubs count distribution near IT Parks



IT Park Status	Closest Bar/Pub (meters)	Average Distance of a Bar/Pub (meters)
Completed	770	2,127
Under Construction	1,327	2,237
Not Started	1,208	2,284

Thank You!!!