

ANALYSIS OF A PREFERABLE LOCATION FOR OPENING A PUB IN ST. PETERSBURG

Capstone Project - The Battle of Neighborhoods (Week 2)



Operating a Pub is a great way to run a business that you enjoy

It can be very lucrative business in the tourist city, but it takes planning, preparing the legalities, insuring your business, hiring experienced employees, and choosing a **prime location**.



Purpose

The main purpose of this project is to analyze the data regarding the location of Pubs in St. Petersburg. The results of this analysis might be used while considering opening a new Pub in the city. It also might help existing businesses to examine their own competitive advantages and strengths, as well as leverage risks and sustain in the business.

The main source of the information – the Foursquare location data

The following data will be retrieved and analyzed:

- Data on Pubs located near the St. Petersburg city center
- Data on the main areas that have a vibrant night life (karaoke, night clubs, etc.)



In order to conduct analysis, we have searched the nearest to the city center Pubs

```
In [57]: address = 'Nevsky prospect, St. Petersburg, Russian Federation'

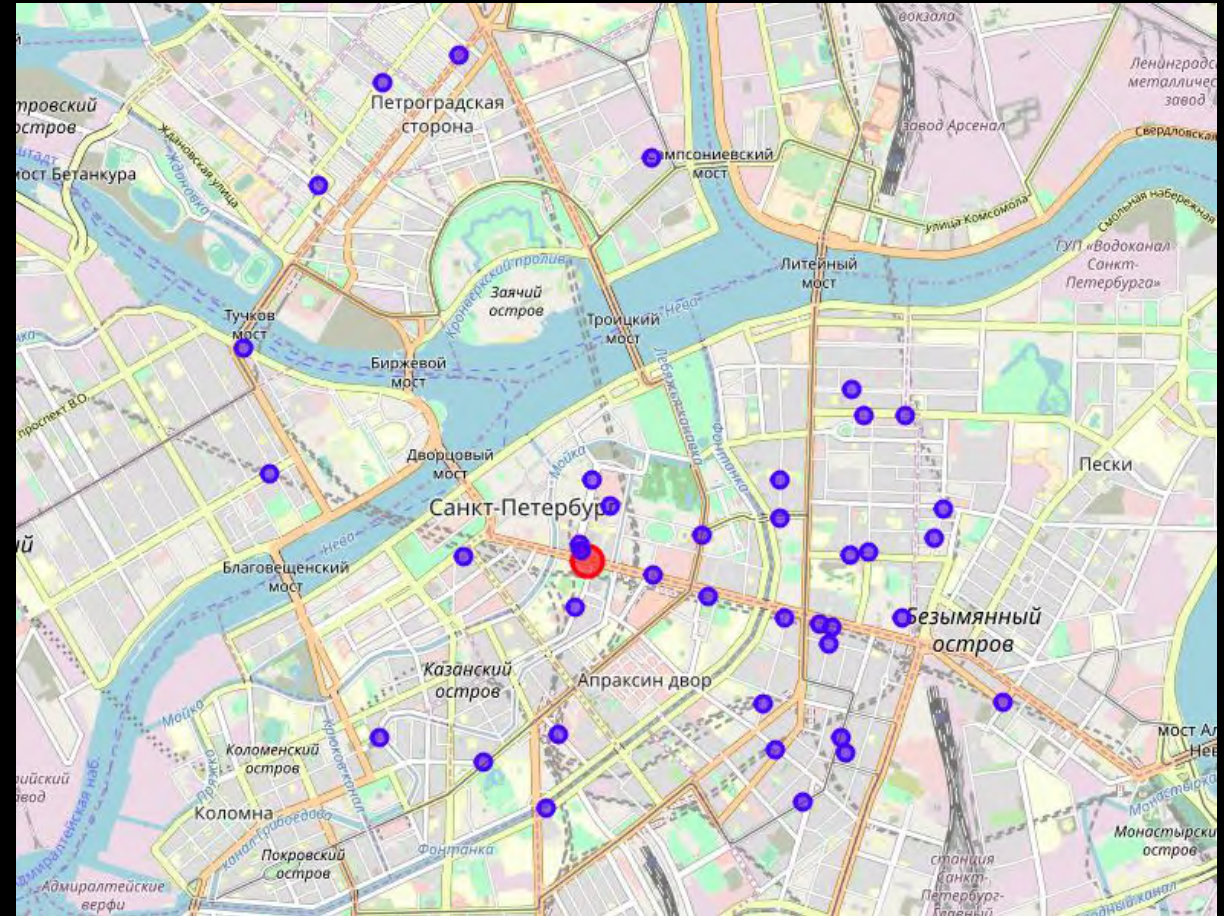
geolocator = Nominatim(user_agent="foursquare_agent")
location = geolocator.geocode(address)
latitude = location.latitude
longitude = location.longitude
print(latitude, longitude)

59.9356467 30.3235057
```

```
In [132]: search_query = 'Pub'
radius = 15000
print(search_query + ' .... OK!')

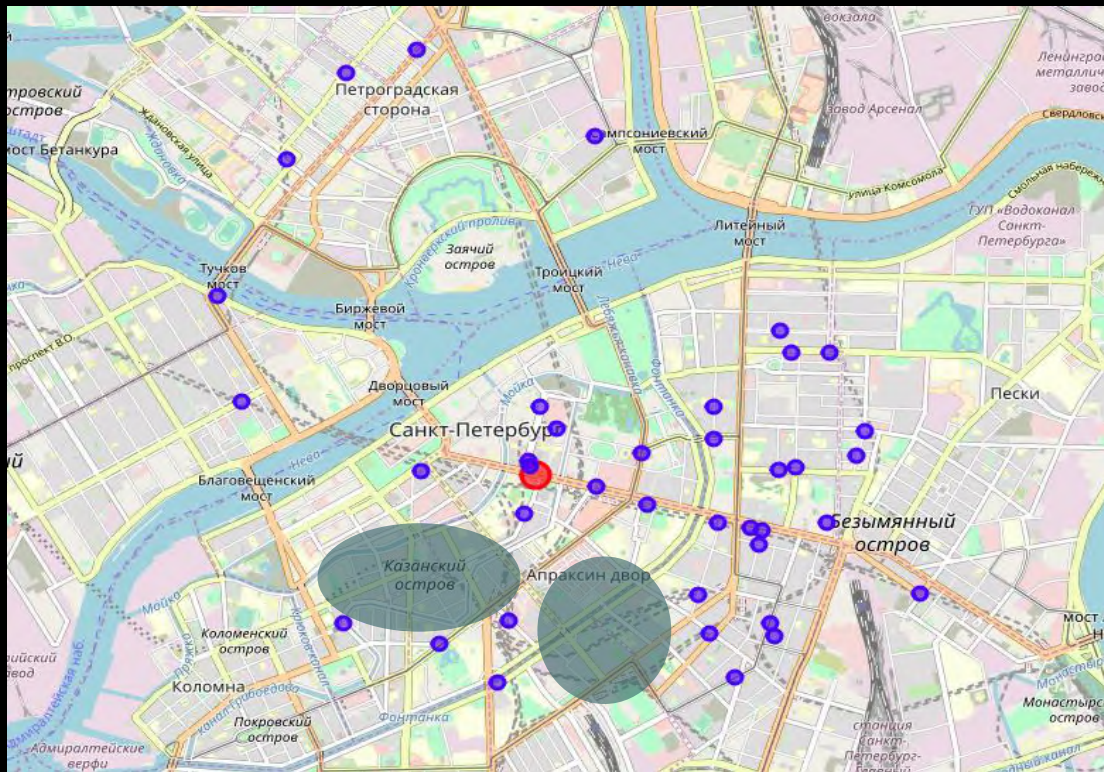
Pub .... OK!
```


After filtering and cleaning the data we made the dataframe of 49 Pubs in St. Petersburg



Discussion

We recommend opening a Pub in the areas marked green that demonstrate high traffic and have comparatively low level of competition.



- St. Petersburg city center is a very competitive area for opening a new Pub
- However there are still spots that might be attractive as they are close to the high traffic of tourists

Conclusion

- Location in restaurant business is the most valuable asset and competitive advantage.
- When it comes to Pub businesses in the big cities such as St. Petersburg with a high level of competition, that could be single most effective thing the business owner could do to succeed.
- That is why it is crucial to use location analysis technique for finding the best location for the new restaurant.