

# Battle of the Boroughs:

## A Beer Garden-based segmentation of London

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# Introduction

## Background

The COVID-19 pandemic has hit the UK's hospitality industry hard. Pubs were closed for over a year but are now open with Government COVID-safety restrictions and are eager to make up for lost trade. There is also pent-up demand from customers who want to return to COVID-safe pubs, especially pubs with beer gardens in which to enjoy the great British summer. Given their outdoors nature, a beer garden improves COVID-safety, and they are more important than ever given society's heightened sense of COVID-safety and UK Government guidance. For those unfamiliar with UK pubs, note that not all have beer gardens.

## Business and Customer Problem

Not all Boroughs are equally blessed with beer gardens. The objective of this project is to address the key business and customer problems:

- Business - Which Boroughs businesses should target for launching beer gardens?
- Customer - Which Boroughs best satisfy my beer garden needs?

I'll address both problems by segmenting the Boroughs using demographic, geographic and pub (Foursquare) data.

## Interest

The hospitality industry and pub-goers should be interested in the output of this project.