Finding the ideal location for Maggie & Maggie's Beach Library and Bar

Introduction:

Two of my friends (both called Maggie) want to set up a business on a beach that is both a bar and a library, allowing customers to unwind on the sand with a book and a drink. The main requirements are:

- The bar must be located on a beach, in the USA
- States suggested are Florida and North Carolina
- Stakeholders have told me they will not consider setting the business up in are California, Alabama, Iowa, Kansas, Montana or Nebraska

The business problem as a one-liner:

"Where is the best location to set up Maggie and Maggie's Beach Library and Bar?"

Other factors I need to consider:

- I am not native to the USA. Therefore, I will need to refer back to my stakeholders at regular points to ensure my data and recommendations reflect their local and cultural knowledge as best as reasonably possible.
- There are two different stakeholders. Therefore, they may have differences of opinion on factors they deem essential to have / avoid for the location. These differences are to be identified and resolved prior to undertaking of analysis.
- Setting up the type of business described is not something I have personally considered doing, so I will need to elicit full requirements from my stakeholders to remove any ambiguity / unfounded assumptions.
- Using Foursquare data is a requirement of the course assignment. My Foursquare Personal Account allows a limited number of calls per day. Therefore, I should take required steps to refine my Foursquare data requirements before making the Foursquare call.
- Recommendations will be based on a score, synthetically created from positive factors (beach, foot-traffic) and negative factors (businesses serving drinks, child-centric places nearby)

My questions for each of the stakeholders:

1. **Can the business be located on a riverside, lakeside, or coastal only?**
   A: We would prefer a coastal beach, but ideally want somewhere with a lot of through traffic of tourists and locals
2. **Are there any states which are personal preferences?**
   A: Florida and North Carolina
3. **What other businesses or things do you want nearby?**
   A: Touristy-type businesses
4. **What other businesses or things do you want to be away from?**
   A: Other businesses serving drinks or those that are child-centric (eg schools or play parks)
5. **What size of city or town would you prefer?**
   A: No preference, but as stated above somewhere with a lot of foot traffic

How Foursquare and other data will be used to help solve the problem

Data from Foursquare:

The business problem is a matter of location, therefore data from Foursquare will be useful in the following ways:

- Determining if there are other businesses in the area which could be in direct competition (offering a very similar service). This would have a negative impact.
- Identifying if other businesses in the area target a similar type of customer to those Maggie and Maggie wish to target, but these businesses offer different services. This would be positive, as these businesses would already be drawing the right type of customers to the local area.
- Proximity of tourist attractions or areas of scenic beauty. This would signify custom from tourists who would have more time to relax at the beach.

Data from other sources:

As well as the proximity of other local businesses, other data will be essential in producing a sound location proposal for Maggie & Maggie's Beach Bar and Library:

- **Population centres in the USA** (acquired from https://simplemaps.com/data/us-cities): the business will need to have a customer base. This dataset includes the latitude and longitude of the town / city, so it can therefore be narrowed down to areas that have a Foursquare beach location.