

# Promoting my new beer in Belgium

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Coursera Capstone Project



# Who want's to taste my beer?

- Reach new customers
- Brand recognition
- Break through the noise

→ Sales ++++



# Find the best place to start

- Use Data
- Input : Locations and relevant venues to beer consuming
- Output : Best location to promote your beer



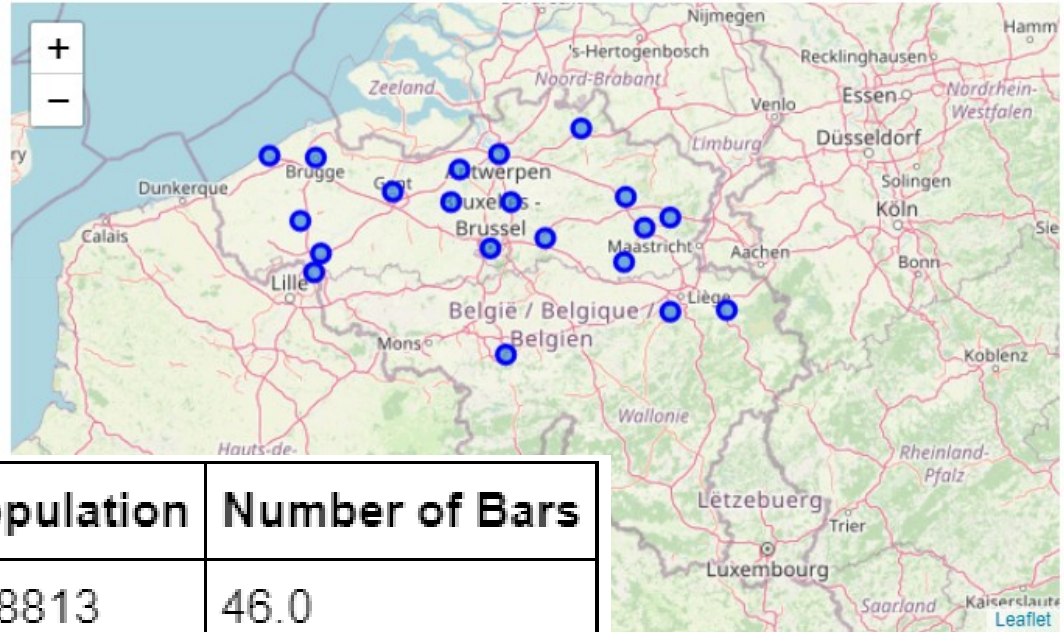
# How?

- Foursquare venue data
- Recommend area's based on beer related venues : pubs, bars, restaurants...



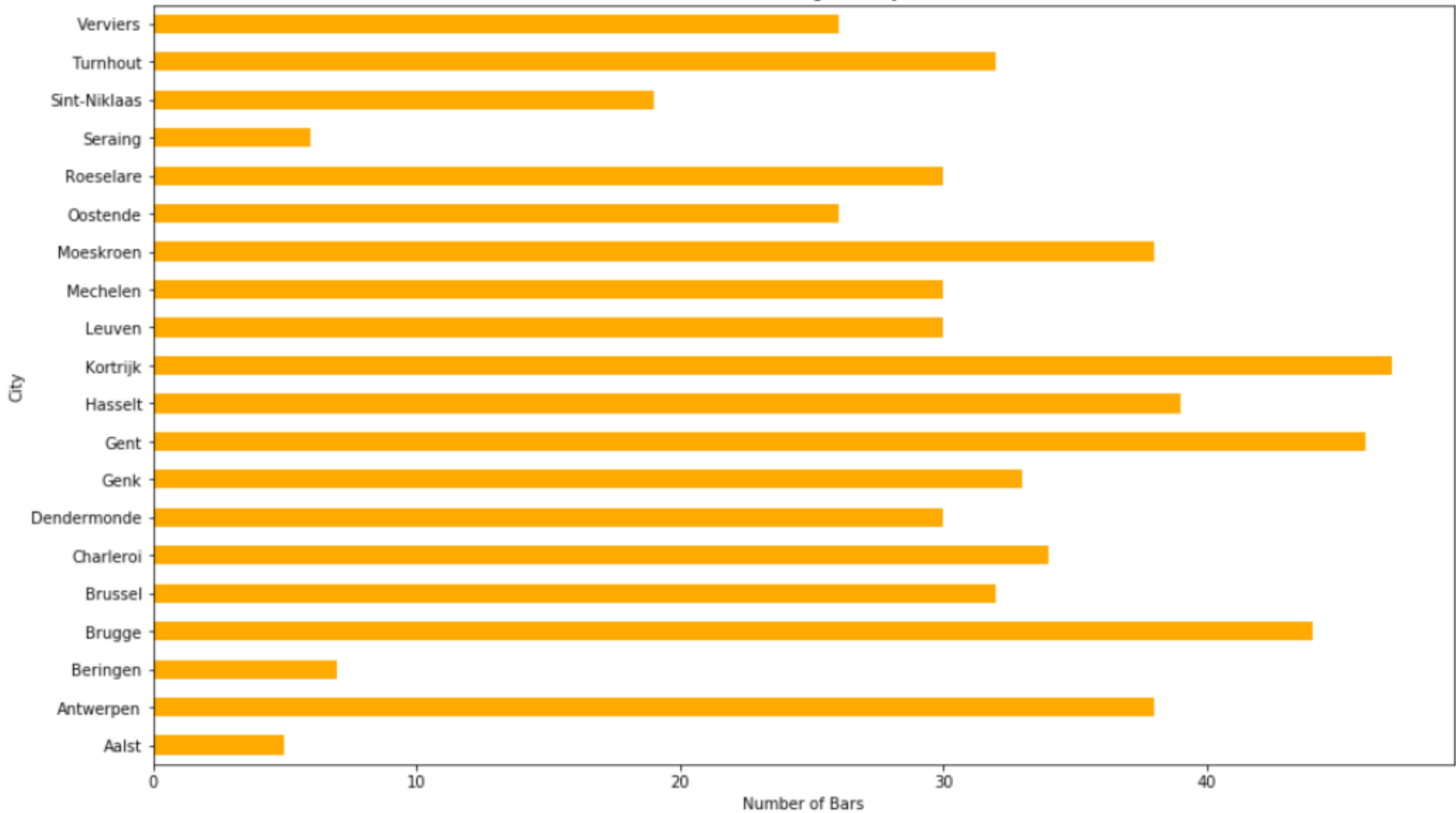
# Example : New Beer In Belgium

- Big City's
- A lot of Bars
- Venues related to beer of the Top 100 venues / City



	postal	City	Latitude	Longitude	Population	Number of Bars
100	9000	Gent	51.067831	3.729091	248813	46.0
79	8000	Brugge	51.209349	3.224701	117577	44.0
85	8500	Kortrijk	50.819489	3.257708	75120	47.0

#Bars in Belgium Citys





# Repeat proces local

- Retrieve Most important Venue data related to beer for every Neighbourhood
- Cluster Neighbourhood on 'beer' relevant venue's
- Orange most relevant neighbourhood



# Conclusion

- Finding the best city with relevant venues
- Clustering the neighbourhoods to find the perfect promoting campaign location. This is where you want your posters, free giveaways , folder and logos to be.
- Can be used by any brand related to restaurants and bars



# Future additions

- Include data about wealth and age to locate target audience even better
- Allow users to change the relevant venues for their product and promoting campaign