1 INTRO

1.1 Introduction

Belgium's beer-making history goes back centuries and it's famous the world over as being a top beer country. Belgium has wel over 200 000 cafés which meant there is a café for every five houses. Also beer consumption at home is still a common thing in Belgium. It's the favourite drink of the Belgium people. Together with some friends, I developed a new beer named 'Kelderkopke'. We want to promote this beer with the Belgium people. It's important to promote the beer in the right neighbourhoods. If the beer gets know in the places where people drink a lot of beer then our demand and popularity for the beer can grow a lot because of that. We only have a few people in our team so finding the best location to start with our promoting campaign will be very important if we want this to have success. if we promote the beer in the wrong places, we can incur a lot of costs without much result.

1.2 Business Problem

The objective of the Capstone Project is to analyse the citys in Belgium and their neighbourhoods and select the best locations to promote our new beer 'Kelderkopke'. Using data science methodes and machine learning techniques we can find solutions to answer our business problem**: If we want to promote our new beer in Belgium, in what location should we start ?**