

# 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 foursquare Data
- Input : Locations and relevant venues to beer consuming such as restaurants and bars and cafées
- Output : Best location to promote your beer



# How?

- Foursquare venue data
- Recommend area's based on population and beer related venues : pubs, bars, restaurants...  
→ number of bars



	City	Number of Bars
0	Aalst	5
1	Antwerpen	38
2	Beringen	7
3	Brugge	44
4	Brussel	32
5	Charleroi	34
6	Dendermonde	30
7	Genk	33
8	Gent	46
9	Hasselt	39
10	Kortrijk	47
11	Leuven	30
12	Mechelen	30
13	Moeskroen	38
14	Oostende	26
15	Roeselare	30
16	Seraing	6
17	Sint-Niklaas	19
18	Turnhout	32
19	Verviers	26

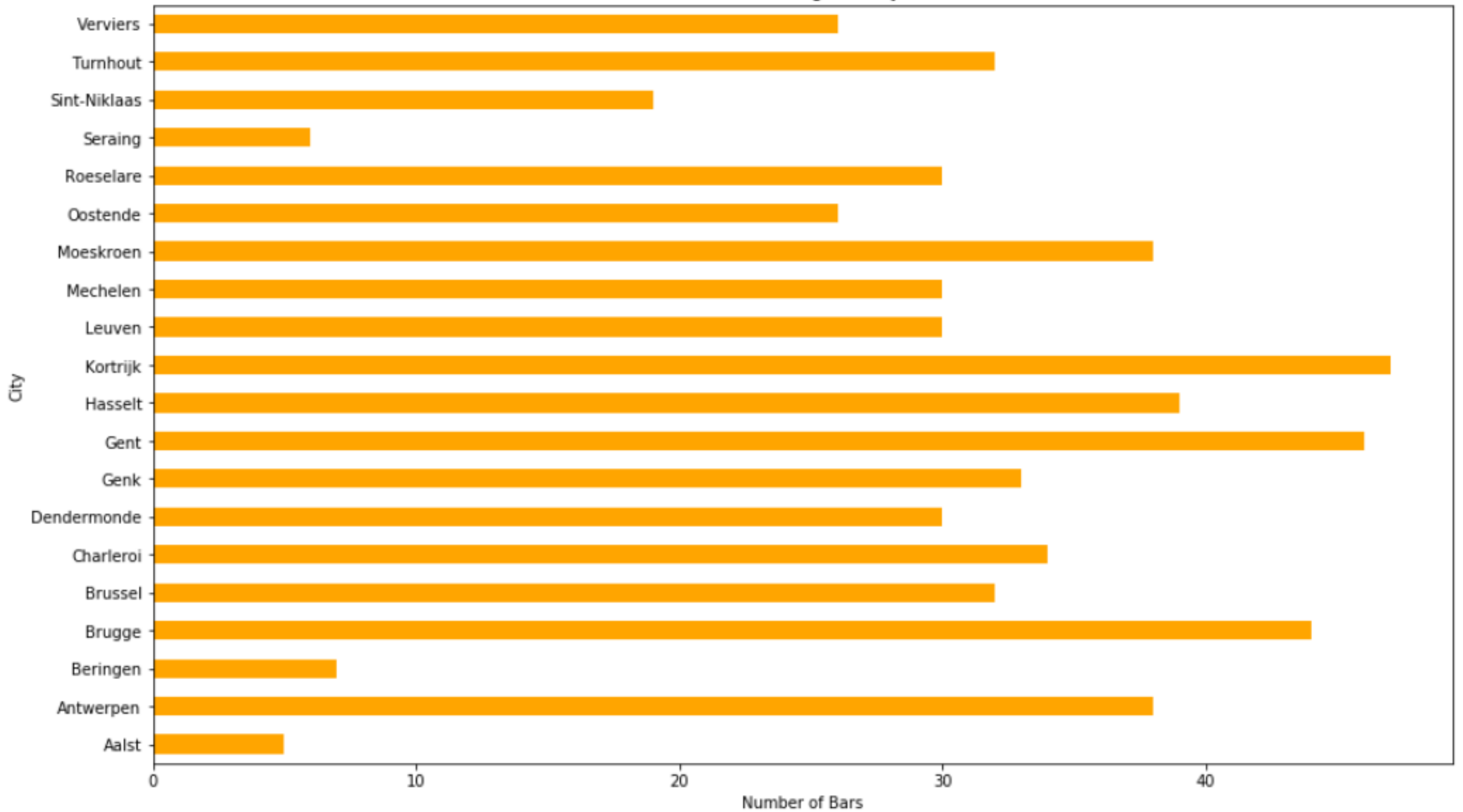
# Example : New Beer In Belgium

- Big City's (a big population)
- A lot of Bars
- Venues related to beer of the Top 100 venues / City
- Best 3 of 20 big citys

	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

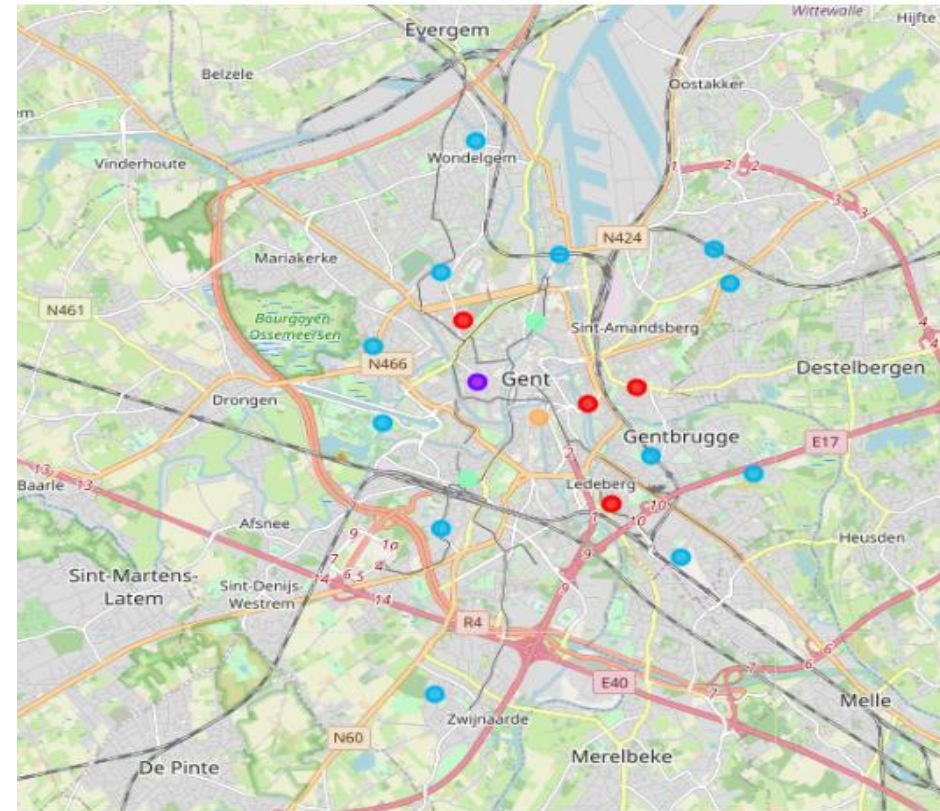




# Repeat proces local

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

	Neighbourhood	Number of Bars
0	Binnenstad	35
1	Bloemekenswijk	1
2	Brugse Poort - Rooigem	4
3	Dampoort	9



# 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