

Opening a pub in Aberdeen, Scotland, UK

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Picture of the city centre of Aberdeen, Scotland, UK. Source: ANSA.

1.0 Introduction

This report is a part of the final deliverables of the capstone project of the Applied Data Science Capstone course from IBM, delivered through Coursera. Through the following chapters I will present a business problem, describe the data which will be used to find a prospective solution to the problem, describe the research methodology used during the capstone project, present my findings, before finally discussing the findings in light of the business problem and concluding on a possible solution.

1.1 Background

The city of Aberdeen is the third most populated city in Scotland, with a population of 227,560 in 2018, according to the Aberdeen City Council (2019). Being regarded as one of the best cities to start a new business in the United Kingdom, due to its high survival rate among newly established enterprises, Aberdeen has become a cradle for economic growth in Scotland.

One category of businesses which are abundant in Aberdeen are pubs. The vast majority of these pubs, however, are located close to the city centre, with few pubs situated at the outskirts of the city. This opens up a business opportunity for prospective entrepreneur who are interested in running their own pub in Aberdeen, if they are able to find a suitable area to start their business. A premise for succeeding in a new venture is the ability to attract a sufficient amount of customers to your business, which means that there are certain criteria that needs to be met when determining whether a given area is suitable for starting a business.

In the case of opening a pub in Aberdeen there are two main criteria that should be met, namely that:

1. *There should be few other pubs in the area, and;*
2. *There should be a sufficient amount of potential customers in the area.*

With these criteria in mind, a business problem has been outlined, as presented in the following sub-chapter.

1.2 Problem/research question, and interested stakeholders

With the aforementioned business opportunity in mind, the research question that this capstone project aim to answer is: *In which area of Aberdeen should an entrepreneur open a pub if they seek to minimize the number of other pubs in the area, while maximizing their reach to customers?*

Finding a solution to the business problem/opportunity, by answering the research question, could be of great interest to several stakeholder. The two most prominent stakeholders in this regard are the potential entrepreneurs who can achieve their goal of successfully starting and running their own pub, in addition to the inhabitants of the selected area(s), who then will have access to pubs in their local area and therefore will not have to travel to the city centre for that particular purpose.