**Kava Bar Investigation**

## 1. Introduction

## 1.1 Background

#### **What is Kava?** (Source: https://kavaguides.com/ultimate-guide/)

Kava is the common name for Piper methysticum — a member of the Piperaceae (pepper) family. This makes it a close relative of black pepper (Piper nigrum).

On the South Pacific Islands where kava originates, kava is used for both ceremonial and medicinal purposes — primarily for its powerful relaxing effects and the mild euphoric high it produces.

In higher doses, kava produces effects often described as euphoric. It makes users feel a strong sense of calmness and contention — almost as if all the problems experienced in the day-to-day have washed away.

Traditionally, these effects were used to help people reach higher states of meditation of spiritual connection, for grieving after losing a loved one, to show respect to the land, or simply socialize in a relaxed environment with friends and family.

Nowadays, kava is primarily used to help manage stress, anxiety, mild depression, and insomnia. Some use it for meditative purposes or to experience the mild, yet enjoyable high the plant produces.

#### Potential Health Benefits of Kava

Source: <https://www.webmd.com/vitamins/ai/ingredientmono-872/kava>

Possibly Effective for:

Anxiety. Most research shows that taking kava extracts that contain 70% kavalactones can lower anxiety and might work as well as some prescription anti-anxiety medications. Most studies have used a specific kava extract (WS 1490, Dr. Willmar Schwabe Pharmaceuticals). It seems that kava supplements containing at least 200 mg kavalactones daily should be taken for at least 5 weeks for symptoms to improve.

### 1.2 Kava Bars

This a new business that has recently spurred in many places primarily in Florida an California. Source: <https://kavaguides.com/kava-bars>

We will review data from existing locations and try to find pertinent information about them.

### 1.3 Business Opportunity

As this business has only localized primarily in Florida and California, this is the time to try to open this business in other areas. As there is only one Kava Bar currently in Washington DC/Northern VA area, this can be a perfect business opportunity.

What information can we gain from existing Kava bars? In particular we want to investigate in one area that has the most Kava bars and try to get more information of the area.

## 2. Data acquisition and cleaning

### 2.1 Kava Bar initial list

Finding existing Kava Bar location, we will perform web scraping from a table at: <https://kavaguides.com/kava-bars>.

Looking into data of current bars location, it is obvious that Florida has the most Kava bars nation wide.

Chart, box and whisker chart

Description automatically generated

Fig 1: Histogram of Kava Bar

As shown above, Florida has the most Kava Bars in the country.

Some clean up from the bar list for Florida:  
Duplicate values:  
1. Fort Myers with Fort Meyers  
2. Ft. Lauderdale with Fort Lauderdale  
3. St. Petersburg with St Petersburg

We then want to know which areas in Florida should we focus on.

Graphical user interface, application, table, Excel, PowerPoint

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After analyzing more of Florida data, St. Petersburg has the most Kava Bars: 8 locations. Since it has close proximity with Tampa, which has 4 Kava bar locations, we can conclude that our investigations should be in Tampa + St Petersburg area.

### 2.2 Kava Bar final list

Kava bars that we want to analyze are from St Petersburg and Tampa, Florida area.

The list is below:

|  |  |  |
| --- | --- | --- |
| **Name** | **State** | **City** |
| Mad Hatters Ethnobotanical Tea Bar | Florida | St. Petersburg |
| Vapor Road – Tyrone | Florida | St. Petersburg |
| Bula Kafe | Florida | St. Petersburg |
| Grassroots Kava House | Florida | St. Petersburg |
| Lava Lounge | Florida | St. Petersburg |
| Muddy Water Kava | Florida | St. Petersburg |
| InVision Creative Cafe | Florida | St. Petersburg |
| Vapor Road – Disston | Florida | St. Petersburg |
| Steep Station | Florida | Tampa |
| SpookEasy Lounge | Florida | Tampa |
| Tampa Vapor – South Tampa | Florida | Tampa |
| Mad Chiller World Kava & Waffles | Florida | Tampa |

As the list above has no location information, we need to find more details from Foursquare.

First is finding latitude and longitude data for St Petersburg and Tampa.

This we can use Geolocator package.

The geograpical coordinate of St. Petersburg are 27.7703796, -82.6695085.

The geograpical coordinates of Tampa are 27.9477595, -82.458444.

### 3. Foursquare Data Analysis

Next is to find data from Foursquare.

With bar name as the search criteria, we can try to find as much information as possible from Foursquare.

After getting latititude, longitude, business type, delivery info from Foursquare, below is the new table. Business type are: Tea Room,

|  |  | **Name** | **CITY** | **LAT** | **LONG** | **BUS CATEGORY** | **Address** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Grub |  | Mad Hatters Ethnobotanical Tea Bar | St. Petersburg | 27.814485 | -82.671100 | Tea Room | ["4685 28th St N", "Saint Petersburg, FL 33714"] | https://www.grubhub.com/restaurant/mad-hatters... |
|  |  | Vapor Road – Tyrone | St. Petersburg | 27.802261 | -82.743188 | Vape Store | ["3334 Tyrone Blvd N", "Saint Petersburg, FL 3... | https://www.grubhub.com/restaurant/vapor-road-... |
|  |  | Bula Kafe | St. Petersburg | 27.777208 | -82.667486 | Tea Room | ["2500 5th Ave N (25th St N)", "Saint Petersbu... | https://www.grubhub.com/restaurant/bula-kafe-2... |
|  |  | Grassroots Kava House | St. Petersburg | 27.771349 | -82.648091 | Tea Room | ["957 Central Ave", "Saint Petersburg, FL 33705"] | https://www.grubhub.com/restaurant/grassroots-... |
|  |  | Lava Lounge | St. Petersburg | 27.813335 | -82.731267 | Tea Room | ["6700 46th Ave N (County Road 16)", "Saint Pe... |  |
|  |  | Muddy Water Kava | St. Petersburg | 27.828060 | -82.647274 | Tea Room | ["Saint Petersburg, FL"] |  |
|  |  | InVision Creative Cafe | St. Petersburg | 27.775320 | -82.654860 | Café | ["275 16th St N", "Saint Petersburg, FL 33705"] | https://www.grubhub.com/restaurant/invision-cr... |
|  |  | Vapor Road – Disston | St. Petersburg | 27.805999 | -82.700293 | Vape Store | ["3708 49th St N", "Saint Petersburg, FL 33710"] | https://www.grubhub.com/restaurant/vapor-road-... |
|  |  | Steep Station | Tampa | 28.039900 | -82.505686 | Tea Room | ["3804 W Linebaugh Ave (N Dale Mabry Highway)"... | https://www.grubhub.com/restaurant/steep-stati... |
|  |  | SpookEasy Lounge | Tampa | 27.960043 | -82.437147 | Lounge | ["Tampa, FL 33605"] | https://www.grubhub.com/restaurant/spookeeasy-... |
|  |  | Tampa Vapor – South Tampa | Tampa | 27.929470 | -82.506080 | Smoke Shop | ["1515 S Dale Mabry Hwy Ste 103 (Neptune Ave)"... |  |
|  |  | Mad Chiller World Kava & Waffles | Tampa | 27.943710 | -82.483168 | Tea Room | ["118 S Howard Ave", "Tampa, FL 33606"] | https://www.grubhub.com/restaurant/mad-chiller... |

#### 3.1 Business CAnalysis

As we can see, they are actually registered as different type of business: Tea Room (7 places), Vape Store (2), Café (1), Lounge (1), Smoke Shop (1)

Majority of them are “Tea Rooms”.

Majority also has grubhub delivery service.

Looking at the locations in the map, they are actually quite spread apart.

Dominant zip code: 33705 (2 locations) and 33710 (2 locations).

Graphical user interface, application, Word

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Kava Bar locations

Since the locations are very spread apart and only two zip codes have two kava bars, the next step is to analyze these two zip codes and try to cluster existing venues there: 33705 and 33710.

Zip code 33710 are all categorized by Four Square as Vape Stores – which is not a real Kava bar.

Zip code 33705 are all Tea Rooms.

We will try to investigate more in zip code 33705.

#### 3.4 Further Query

Further investigation on 33705 zipcode using Foursquare, we find the top 5 businesses around that zip code are: Art Gallery (4), Bar (4), Brewery (4), Coffee Shop (4), Yoga Studio (2)

This business list can be a footprint for future location search.

### 4. Conclusion and Recommendation

1. Open the business as a Tea Room

2. Open the business close to metro area with modern vibe characteristics, close proximity to: art gallery, brewery, coffee shop, yoga studio and bars.