

Introduction

Many investors choose to invest into pubs, bars..., generally in liquor stores, mainly because the majority of the population of the United States spend their free time with their friends and loved ones consuming alcohol. But those investments cannot always be a success. It can involve different features such as the population, the rent, alcohol consumption. In fact, I found an investor who's ready to open a pub with the name '**Maclaren's Pub**' in the state of **Iowa**.

So how can we make sure that our investment doesn't turn into a big loss ?
Where do we have to open our new pub ?

Project Description

Our investor want to open '**Maclaren's Pub**' in one of the cities in the state of Iowa and make sure that this investment will make us a good profit.

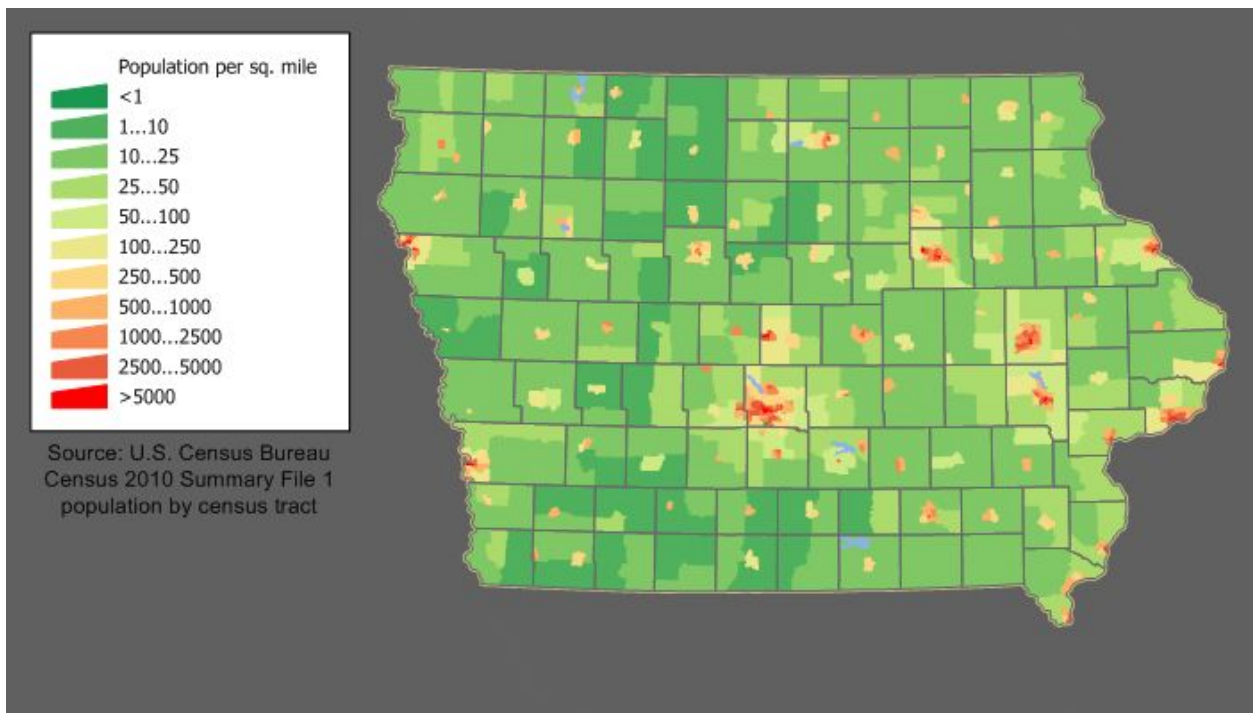
Every town has a liquor store. However, the role as an important community center does not come cheap as the average startup costs for a pub can be quite high. The amount varies depending on many factors.

Finding the best location for a pub is a crucial part of planning and can help or hinder the business. The cost for the premises selected will depend on the area's popularity, the alcohol consumption and the average rent value.



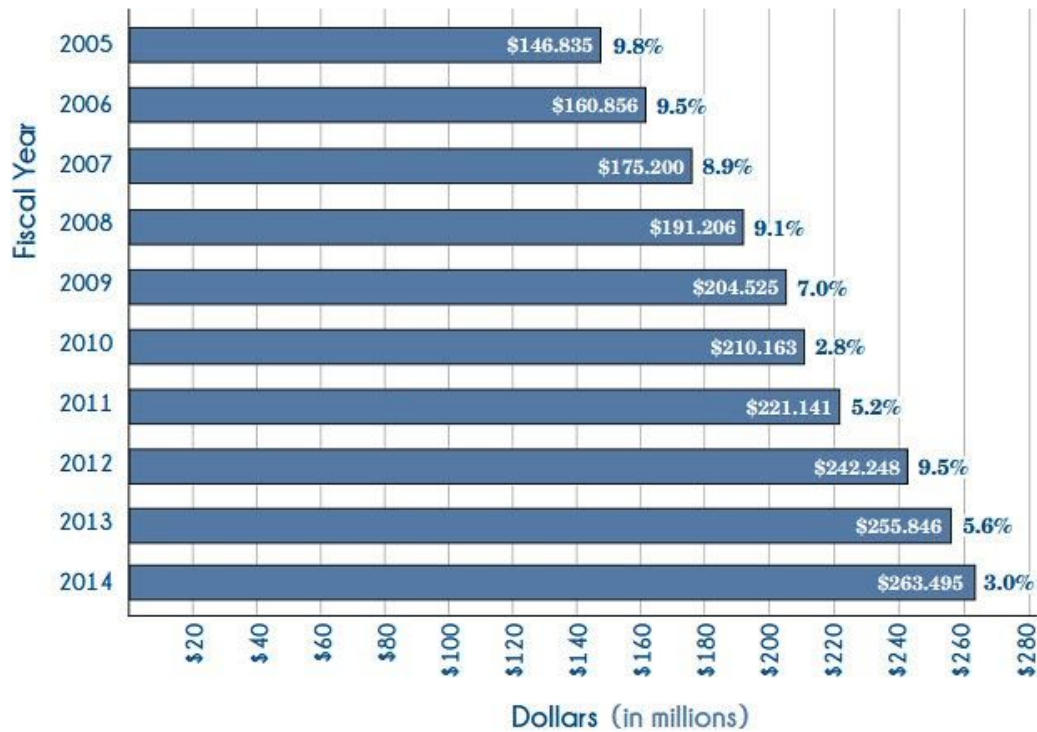
The state of Iowa is a state located in the Midwest region in the United States with 3 155 070 total population and ranks 26th in top states income in the U.S with an average of \$58,570.

There are 99 counties in the U.S. state of Iowa and a population highly concentrated in Des Moines.



The Iowa Alcoholic Beverages Division 2014 Annual Report has shown that the drinking habits for Iowa Population increases every Year.

Annual Liquor Sales



As we think about opening **'Maclaren's Pub'**, what is the best place to choose to open our pub ? During this study we will explore liquor consumption over the year, population and also average rent value in the process of our evaluation to make the best decision.

Target Audience :

To solve this problem, as a data scientist my objective is to locate the best place with higher sales revenue, higher population and lowest rent value in order to get profitable business with lowest investment value.