

# Ideal Chicago Neighborhood Brewery Locations

# Introduction to the Business Problem

## Background

Chicago is a city of 2.7M residents with a metro-wide population of over 9.5M. The city is made up of 77 community areas or neighborhoods many with distinct populations, cultures, and attractions.

Additionally, Chicago is a world-wide travel destination that attracts over 50M visitors a year. The city itself has over 130 hotels with over 40,000 hotel rooms. Over 1.6M riders take public transportation on a daily basis and while not one of the top transportation systems in the world, most popular city locations are easily accessible through this system, taxis, or ride-hailing apps.

Possibly at a peak, and with a definite change in environment given world-wide pandemic conditions, the number of breweries in the Chicago-area was at 167 as of 2019, possibly the most in the US.

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## Problem Description

A group of stakeholders are determined to open a new brewery in the city of Chicago. They believe the current economic conditions will cause many smaller breweries to close and that this will provide an opportunity. They have developed the following location requirements that they want to have met through a detailed analysis:

- Located in a neighborhood that is currently relatively underserved by breweries or brewpubs
- Located near tourist attractions, but especially near existing hotels
- If possible, also serve a local neighborhood population with a higher level of income