## Introduction/Business Problem

Disc Golf venues in the United States are popular places for small groups of people to enjoy the great outdoors. What do they need after being outside and enjoying camaraderie? Some refreshments of course. Small local breweries are very popular in the United States. This analysis will find established Disc Golf venues that do not have a Brewery within walking distance and propose examining those sites to build a brewery. The idea is to present a list of potential locations for a brewery to potential brewery owners to conduct further analysis on.

## Data

We will be using data from the US Census Bureau to find cities to analyze and we will match that data up with Foursquare’s venue data.

## Methodology

A successful Disc Golf or Brewery venue needs customers, the more the better. Our analysis will start with the top 200 largest cities in the United States by population. The focus will be on the middle 50% of cities, with a population range between 175,000 and 400,000. This is where there is untapped potential for a local brewery to open and appeal to targeted demographics.

Next the analysis will look for Disc Gold venues in those cities and look for any existing Breweries’ within 1000 meters of the Disc Golf venue. 1 kilometer was chosen as a commonly accepted walking distance calculation. It is important to be within walking distance for our target demographic of Disc Golf enthusiasts as they tend to be active and enjoy walking.

## Results

Our final list of potential places to build a new brewery consisted of 259 locations all over the US. However; there were significant concentrations in the states of Texas (37), and California (30), and only one potential location in the states of Indiana, Pennsylvania, Hawaii, Idaho, and South Dakota.

## Discussion

Based on the analysis, I would recommend that potential brewery entrepreneurs start with this list of potential locations to begin their process of selecting where to build. This is only the beginning of the process to determine where to build, but this cuts down the starting list of locations from anywhere in the United States to 259 specific areas.

## Conclusion

This report produced a list of potential locations to build a new Brewery by using Disc Golf venues as a proxy for a target demographic.

Final decision on Brewery location will be made by stakeholders based on specific characteristics of each location in the recommend start list, taking into consideration additional factors such as; levels of noise, real estate availability, prices, social, alcohol production regulations in each state and municipality, etc.