

Introduction/Business Problem

A new bar, ABC Bar is opening in Philadelphia, PA. It is looking for ways to increase customer satisfaction. One idea they have is to offer drink specials on a Saturday and advertise it on <https://philly.thedrinknation.com/specials/Saturday>. To explore whether this would be a useful strategy for increasing customer satisfaction, ABC Bar will perform a data science study to see whether posting a Saturday special on thedrinknation.com correlates with increased Foursquare likes in Philadelphia, PA as an indicator of customer satisfaction.