



# City of Sydney NPD Launch (Sugar Free Spirit)



# Summer NPD (Introduction)

---

Summer is around the corner and we have a client engaging a brand agency to identifying and negotiating space in venues for pop-up bars around the City of Sydney area.

**Customer:** Beverage Company

**Target Audience:** Young professionals, looking for the alternative better for you “alcohol” option.

**Product:** Sugar-Free Spirit

**Product Personality:** Confident, Fearless and Fun!

**The Brief:** The company wants to launch their product with a memorable experience, setting up pop-up bars in the most popular venues in the area, so people try their new drink. The company also wants to achieve brand recognition and customer/consumer engagement.



# Data Set & Methodology

---

We extracted data information from the following websites:

**City of Sydney:**

<https://www.cityofsydney.nsw.gov.au/guides/city-at-a-glance>

**Australian Post:**

<https://auspost.com.au/>

The data has then been cleaned and edited for the purposes of our researching.

The methodology followed:

- The use of geographical information (Latitude and Longitude) to work with location data.
- The use of Foursquare to explore the area, narrow search parameters and find the required information to plot maps and make recommendations.



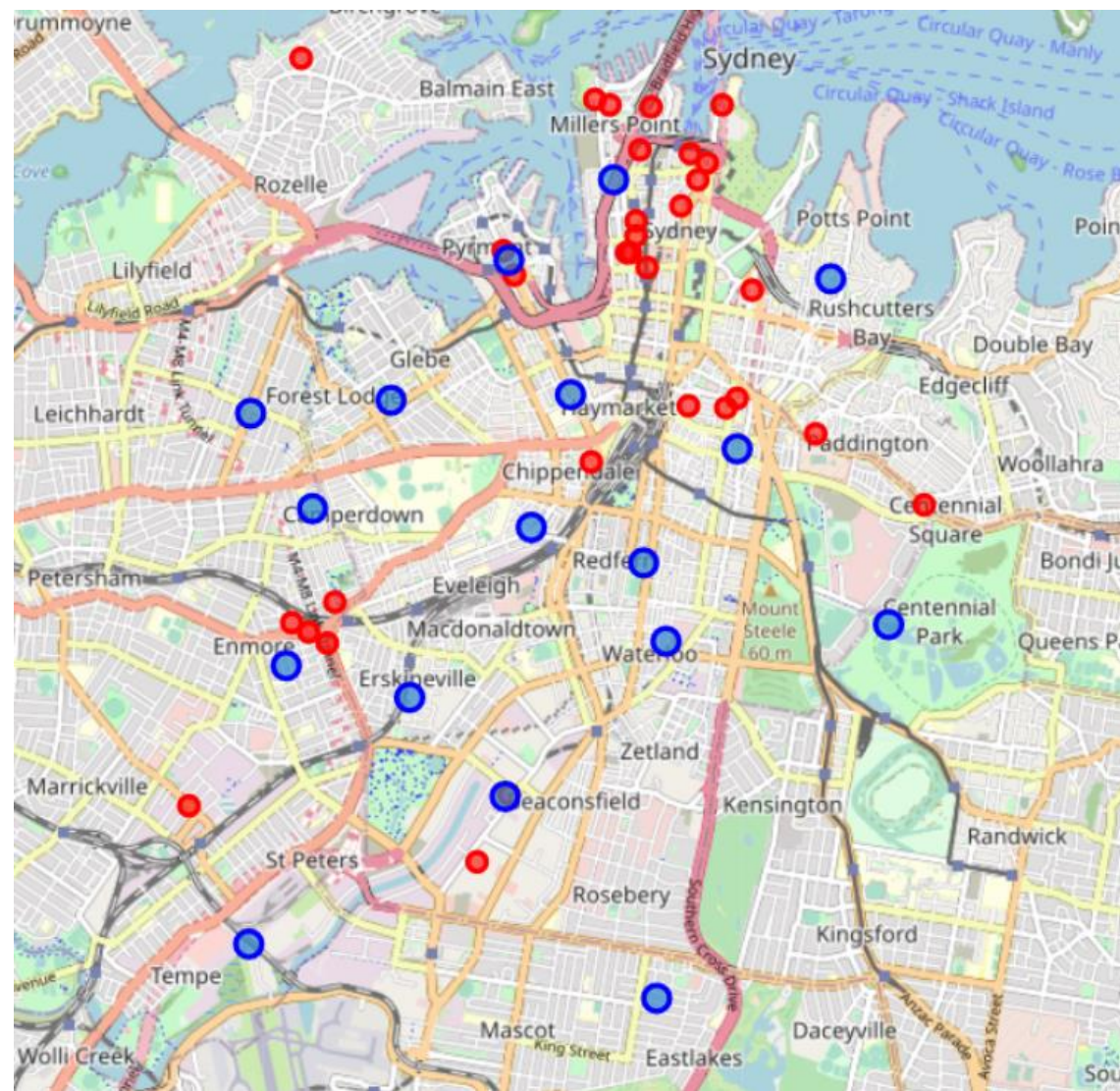


# Results (1/2)

Using Foursquares we found 148 venues, that due to limits applied in our search were initially narrowed down to 100 hits, before we reached the final map with 30 venues to recommend to our client.

Parameters used to narrow down our search included:

- Latitude/Longitude (II)
- Radius: **radius**
- Section: **section**
- Category ID: **categoryId** "Nightlife Spots".
- Query: **query**
- Time: **time** - set to "Any" to display places open at any time and not only at the time the consultation was made.
- Day: **day** – similar to time – set to "Any"
- Sort By Popularity: to sort the results by popularity instead of relevance.



# Results (2/2)

The list of venues presented on the map is the same as the one of the left. After, finding the information if required there was still place, to filter further and remove categories that were not required.

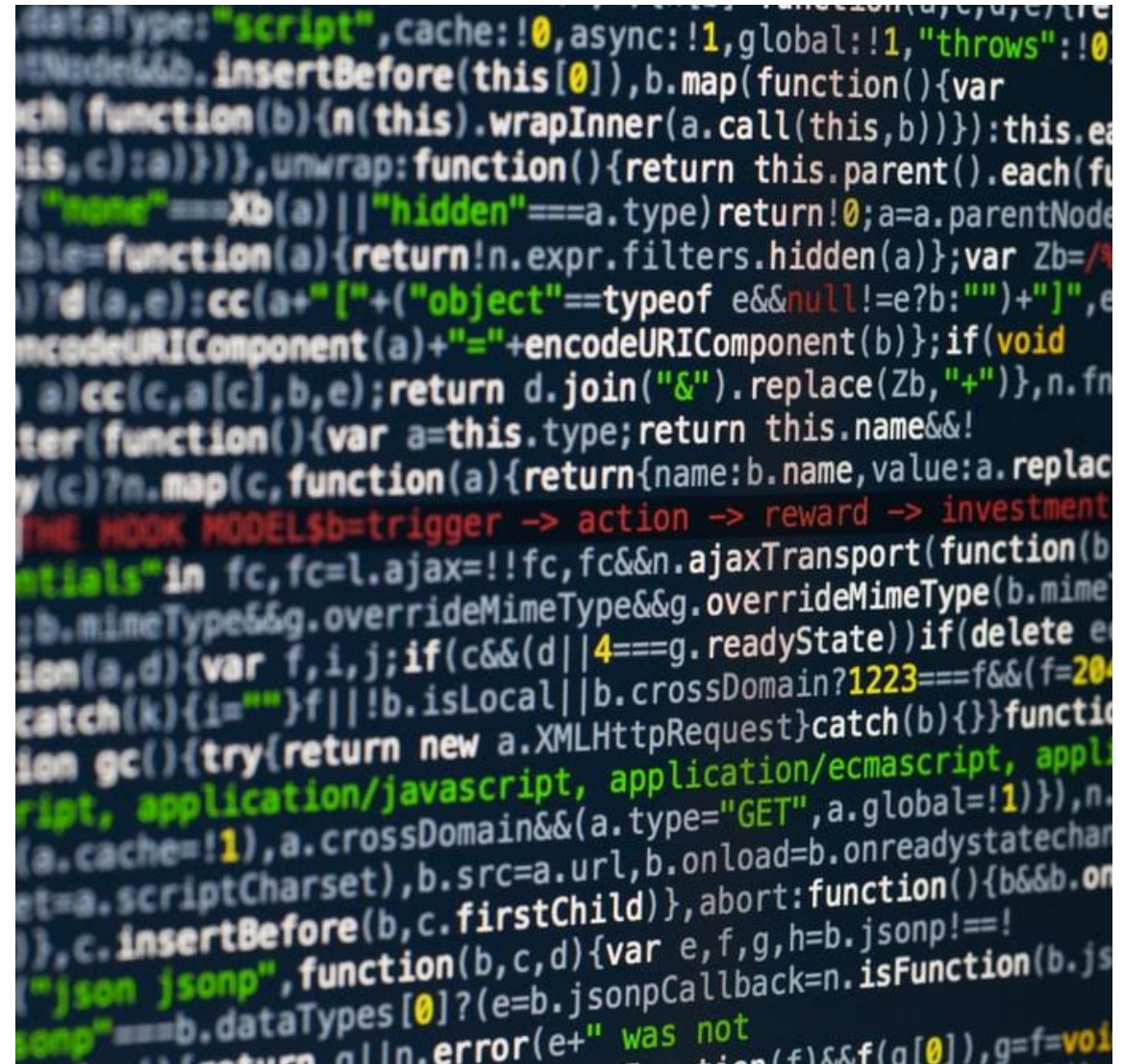
	name	categories	lat	lng	city
0	Royal Albert Hotel	Pub	-33.881332	151.210854	Surry Hills
1	Opera Bar	Cocktail Bar	-33.858409	151.213976	Sydney
2	Handpicked Cellar Door	Wine Bar	-33.885712	151.201842	Chippendale
3	The Wine Library	Wine Bar	-33.888961	151.232513	Woollahra
4	The Village Inn	Pub	-33.883514	151.222550	Paddington
5	Gallon	Bar	-33.869517	151.193928	Pymont
6	The Glenmore Rooftop Hotel	Pub	-33.858632	151.207464	The Rocks
7	Palisade Hotel	Pub	-33.857979	151.202264	Sydney
8	Continental Deli Bar Bistro	Deli / Bodega	-33.896342	151.178397	Newtown
9	Lord Nelson Brewery Hotel	Brewery	-33.858403	151.203548	Millers Point
10	Rockpool Bar & Grill	Steakhouse	-33.866206	151.210120	Sydney
11	Young Henrys	Brewery	-33.897978	151.174492	Newtown
12	Stitch Bar	Cocktail Bar	-33.867343	151.205979	Sydney
13	The Potting Shed at The Grounds	Bar	-33.911094	151.194306	Alexandria
14	Mojo Record Bar	Record Shop	-33.868434	151.206024	Sydney
15	Café Sydney	Australian Restaurant	-33.862217	151.210934	Circular Quay
16	Bar Luca	Burger Joint	-33.864078	151.211626	Sydney
17	Gowings Bar & Grill	Restaurant	-33.870836	151.207121	Sydney
18	The Winery	Wine Bar	-33.881508	151.214358	Surry Hills
19	Rocks Brewing Co	Brewery	-33.916183	151.191414	Alexandria
20	The Riverview Hotel	Australian Restaurant	-33.854920	151.175275	Balmain
21	Old Mate's Place	Bar	-33.869640	151.205170	Sydney
22	Harts Pub	Pub	-33.861870	151.206314	Sydney
23	Cittavino Bar e Cantina	Wine Bar	-33.898598	151.175930	NaN
24	Quarrymans Hotel	Pub	-33.871373	151.194915	Pymont
25	Batch Brewing Company	Brewery	-33.911823	151.164949	Marrickville
26	Surly's	American Restaurant	-33.880865	151.215229	Surry Hills
27	Holey Moley Golf Sydney	Mini Golf	-33.899555	151.177783	Newtown
28	East Sydney Hotel	Pub	-33.872505	151.216751	Woolloomooloo
29	Club Intercontinental	Hotel Bar	-33.862820	151.212489	Sydney
30	The Barber Shop	Speakeasy	-33.869664	151.205602	Sydney



# Conclusion

Data science is one of the hot skills of the moment and I think any professional can benefit of learning/educating themselves about it. Some conclusions from this study:

- Python is a powerful data language and can reduce time spend on many different activities.
- Through Foursquare API you can easily make geographical recommendations on venues of diverse types, explore neighborhoods and perform diverse searches.
- Through this project we have demonstrate how marketers can benefit from using data science – from the exploration of venues to places for campaign placement and tastings. The data information allows you to reduce time from weeks to a matter of minutes, saving time and in consequence money and resources to companies.



```
datatype:"script",cache:!0,async:!1,global:!1,"throws":!0
Node.insertBefore(this[0]),b.map(function(){var
ch(function(b){n(this).wrapInner(a.call(this,b))}:this.ea
is,c):a))},unwrap:function(){return this.parent().each(fu
("none"==Xb(a)||"hidden"==a.type)return!0;a=a.parentNode
ble=function(a){return!n.expr.filters.hidden(a)};var Zb=/
)?d(a,e):cc(a+"["+"object"==typeof e&&null!=e?b:"")+"]",e
ncodeURIComponent(a)+"="+encodeURIComponent(b)};if(void
a)cc(c,a[c],b,e);return d.join("&").replace(Zb,"+")),n.fn
ter(function(){var a=this.type;return this.name&&!
y(c)?n.map(c,function(a){return{name:b.name,value:a.replac
THE HOOK MODEL$b=trigger -> action -> reward -> investment
ntials" in fc,fc=l.ajax=!!fc,fc&&n.ajaxTransport(function(b
;b.mimeType&&g.overrideMimeType&&g.overrideMimeType(b.mime
ion(a,d){var f,i,j;if(c&&(d|4===g.readyState))if(delete e
catch(k){i=""}f||!b.isLocal||b.crossDomain?1223===f&&(f=204
ion gc(){try{return new a.XMLHttpRequest}catch(b){}}functio
ript,application/javascript,application/ecmascript,appli
(a.cache=!1),a.crossDomain&&(a.type="GET",a.global=!1)),n.
et=a.scriptCharset),b.src=a.url,b.onload=b.onreadystatechange
),c.insertBefore(b,c.firstChild)},abort:function(){b&&b.on
("json jsonp",function(b,c,d){var e,f,g,h=b.jsonp!==!
sonp"==b.dataTypes[0]?(e=b.jsonpCallback=n.isFunction(b.js
sonp)?n.error(e+" was not")&&n.error(f&&f(g[0]),g=f=voi
```