

Exploration of Memphis and Nashville Barbecue Venues

by

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Introduction

The purpose of this project is to explore barbecue (BBQ) options in Memphis vs Nashville, Tennessee. Memphis is known for having great BBQ. There is even an annual BBQ festival held in May that attracts teams from all over the world. Is there an opportunity to popularize BBQ in Nashville in a similar manner? Memphis in May has been a great benefit for Memphis and the state of Tennessee. Is there an opportunity to bring a similar event to Nashville in the Fall to maximize the benefits for the state? The assumption of this exploratory study is that if there are as many BBQ restaurants in downtown Nashville as in downtown Memphis, there is a potential for introducing a comparable BBQ festival/completion in Nashville.

Data

BBQ restaurants data was collected from four square. The search parameters were city: Memphis, TN and Nashville and BBQ. The search was for venues with a reference of BBQ within 5000 meters radius of the Memphis, TN and Nashville, TN geocoordinates. The request returned a combined total of 60 venues.

Below is sample venue data received from Foursquare

	name	categories	address	cc	city	country	crossStreet	distance	formattedAddress
0	Central BBQ	BBQ Joint	147 E Butler Ave	US	Memphis	United States	at St Martin St	1764	[147 E Butler Ave (at St Martin St), Memphis, ...
1	Leonards BBQ	BBQ Joint	103 Main Street	US	Memphis	United States	Adams	377	[103 Main Street (Adams), Memphis, TN 38103, U...
2	Silky O'Sullivan's	Bar	183 Beale St	US	Memphis	United States	NaN	1065	[183 Beale St, Memphis, TN 38103, United States]
3	Quincy's BBQ Food Truck	Food Truck	NaN	US	Memphis	United States	NaN	279	[Memphis, TN 38103, United States]
4	Charles Vergos' Rendezvous	BBQ Joint	52 S 2nd St	US	Memphis	United States	at Union Ave	631	[52 S 2nd St (at Union Ave), Memphis, TN 38103...

Data Analysis

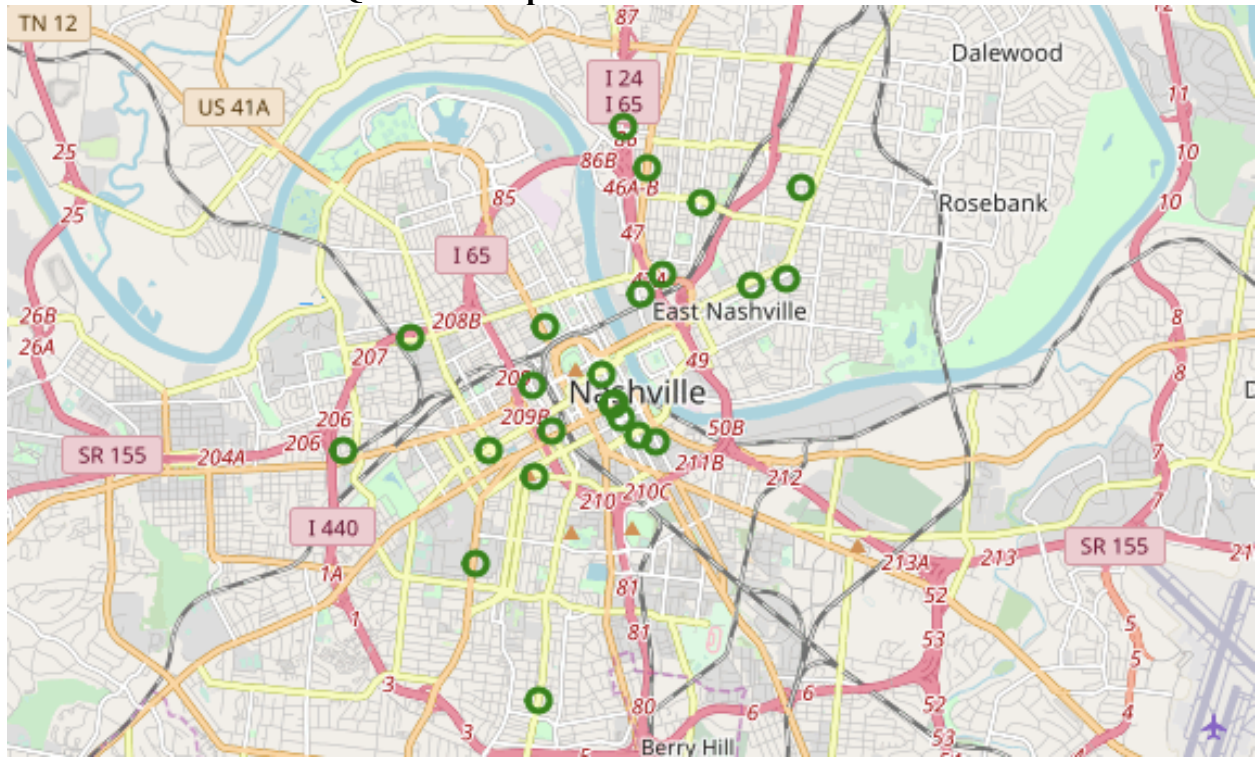
The analysis of the data showed that Nashville had slightly more (23) BBQ joints than Memphis (18) within the 5000 meters of each city's geocoordinates. According to Wikipedia, the estimated population of Nashville metropolitan area in 2019 is 2 million. Memphis metropolitan area is 1.33 million. The table below show the distribution of venues that serve BBQ by city and category.

BBQ Venues by City and Category

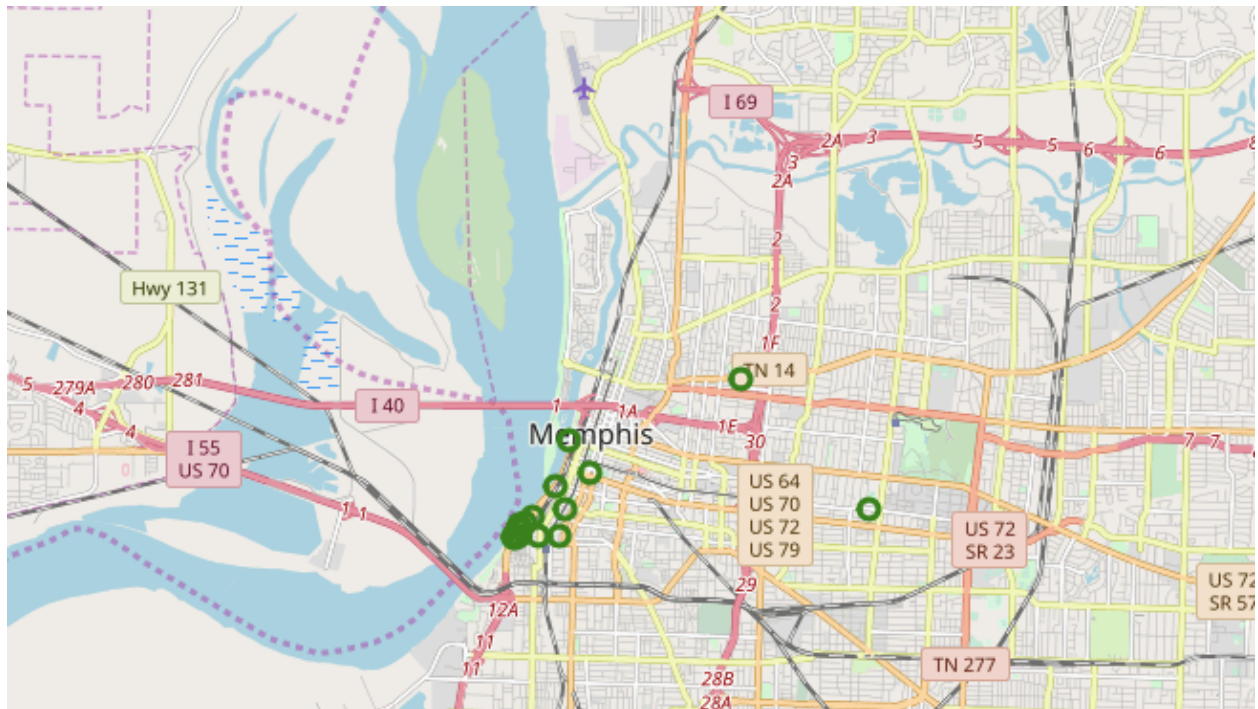
city	categories	
Memphis	BBQ Joint	18
	Bar	1
	Food	2
	Food Truck	4
	General Entertainment	1
	Other Event	1
	Other Nightlife	1
Nashville	BBQ Joint	23
	Bar	1
	Food	4
	Mongolian Restaurant	1
	Music Venue	1

As shown on the maps below, the BBQ venues in Nashville are more spread out than in Memphis where they are concentrated in one area of the city. The venue for Memphis on May which host the BBQ festival is located in a park by the river near where the BBQ venues are concentrated.

Downtown Nashville BBQ Venues Map



Downtown Memphis BBQ Venues Map



Conclusion

The results of the data analysis show that there is a comparable number of BBQ joints in Nashville as in Memphis to support a BBQ festival. Memphis in May, the event that host the BBQ festival, is held in a strategic place near the BBQ venues. This is a benefit for both the festival and the BBQ venues. Nashville will have to consider the distribution of their BBQ venues in selecting a festival venue in order for it to maximize benefits for both the event and the BBQ venues.

Unfortunately, none of the venues had been rated in Foursquare, therefore it was not possible to compare the rating of Nashville BBQ venues to Memphis BBQ venues.