**Introduction**

A family owned brewery has outgrown their small operation in Danville, Indiana – a small town about 20 miles West of Indianapolis. The family has decided to relocate the business to Indianapolis and is looking for which location will yield the most success. With the brewery being a football themed establishment, the family would like the new location to be in close proximity to Lucas Oil Stadium, which is the home stadium of the Indianapolis Colts. The exercise aims to identify the category of venues that are most popular near Lucas Oil Stadium along with whether or not there is any nearby competition of other breweries in the vicinity.