



**Analyzing neighborhoods
and beer consume by
students in the vicinity of
University of São Paulo in
São Paulo/ Brazil to start a
Pub & Beer Store.**

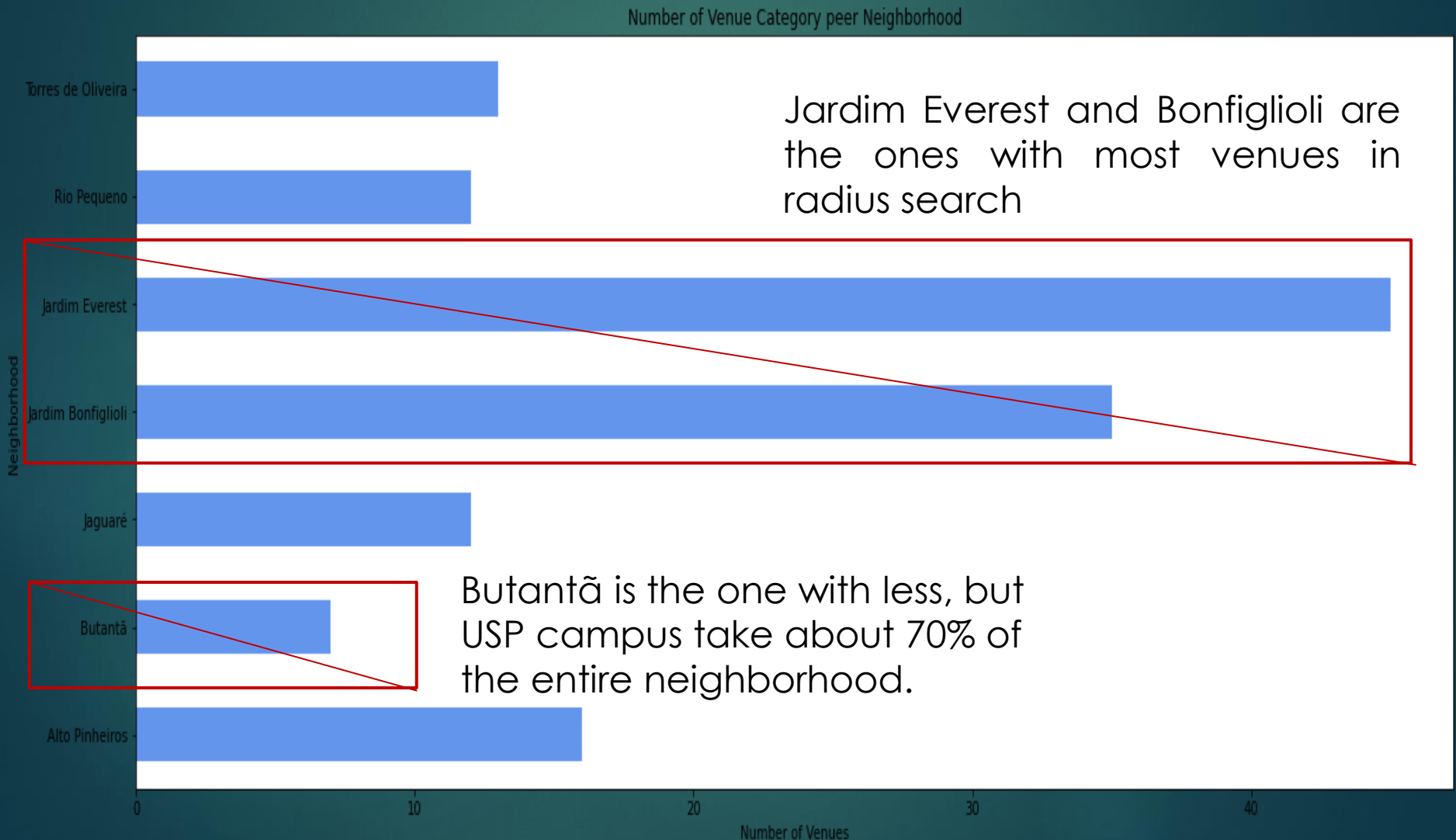
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- ▶ Beer is the second most consumed alcoholic beverage in the world and the most consumed in Brazil.
 - ▶ The city of São Paulo is the biggest one in all South America and have 12.33 million habitants.
 - ▶ Objective:
 - ▶ Find the best and place to open a Pub & Beer Store using the Foursquare API
 - ▶ Create a model to evaluate a tendency in the consumption of beer through time
 - ▶ The final goal is to obtain the best profitable place in the vicinity of University of São Paulo, USP.

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- ▶ Data about the consume of beer by USP students during the entire year of 2015 was collect from Kaggle, and it contains:
 - ▶ Data (year-month-day);
 - ▶ Average Temperature in degrees Celsius;
 - ▶ Minimum Temperature in degrees Celsius;
 - ▶ Maximum Temperature in degrees Celsius;
 - ▶ Precipitacion in milimeters of rain;
 - ▶ Weekend – categorical values 0 for no and 1 for yes.
 - ▶ Beer consumed in liters.
 - ▶ In Google Maps the geopositional coordinates about the neighborhoods around USP campus was collected.

Most frequent type of venues in the boroughs



Higher concurrence isn't good for business!



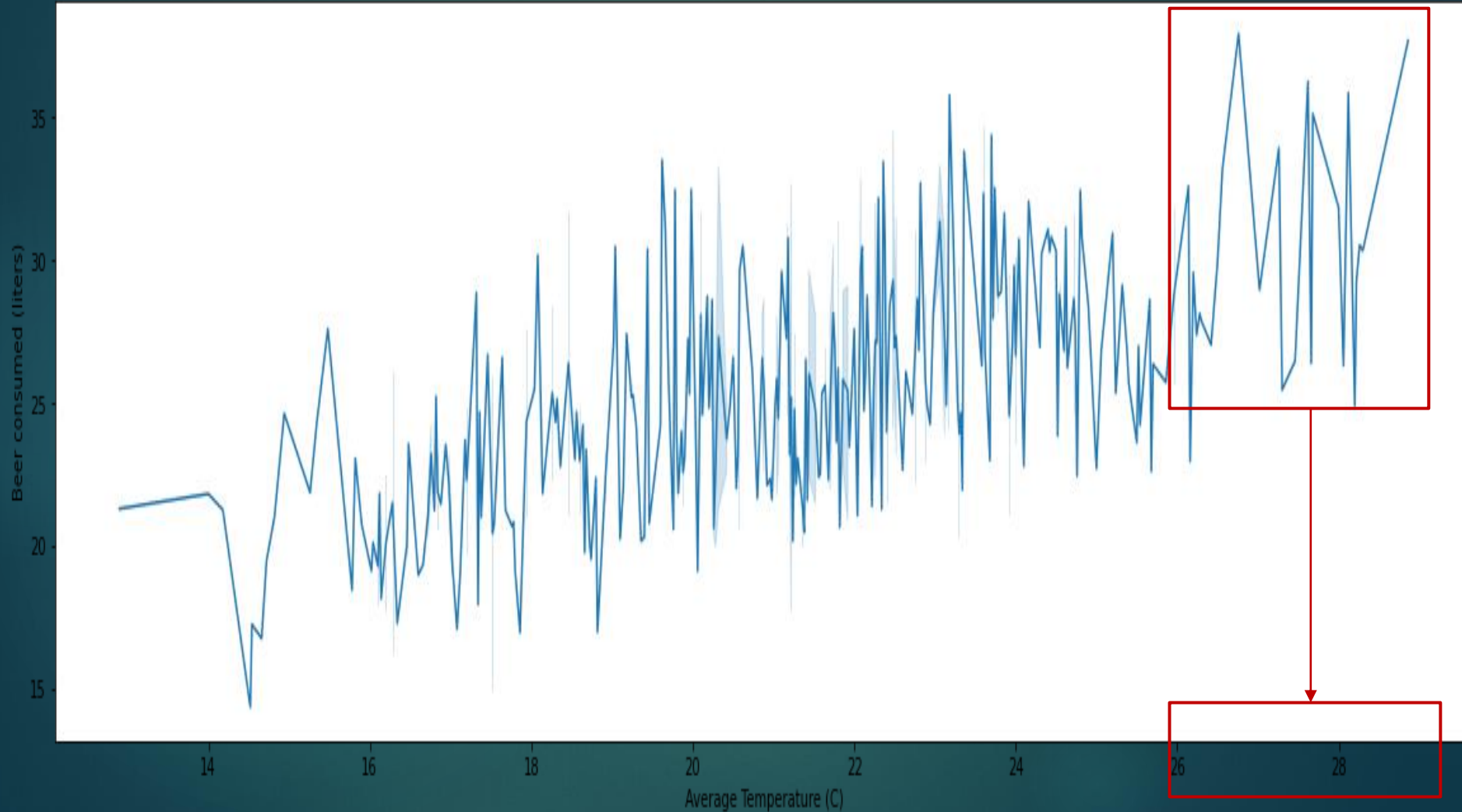
Rio Pequeno: the best place?

In Rio Pequeno the concentration of venues that sells beers are less than in Jaguaré.



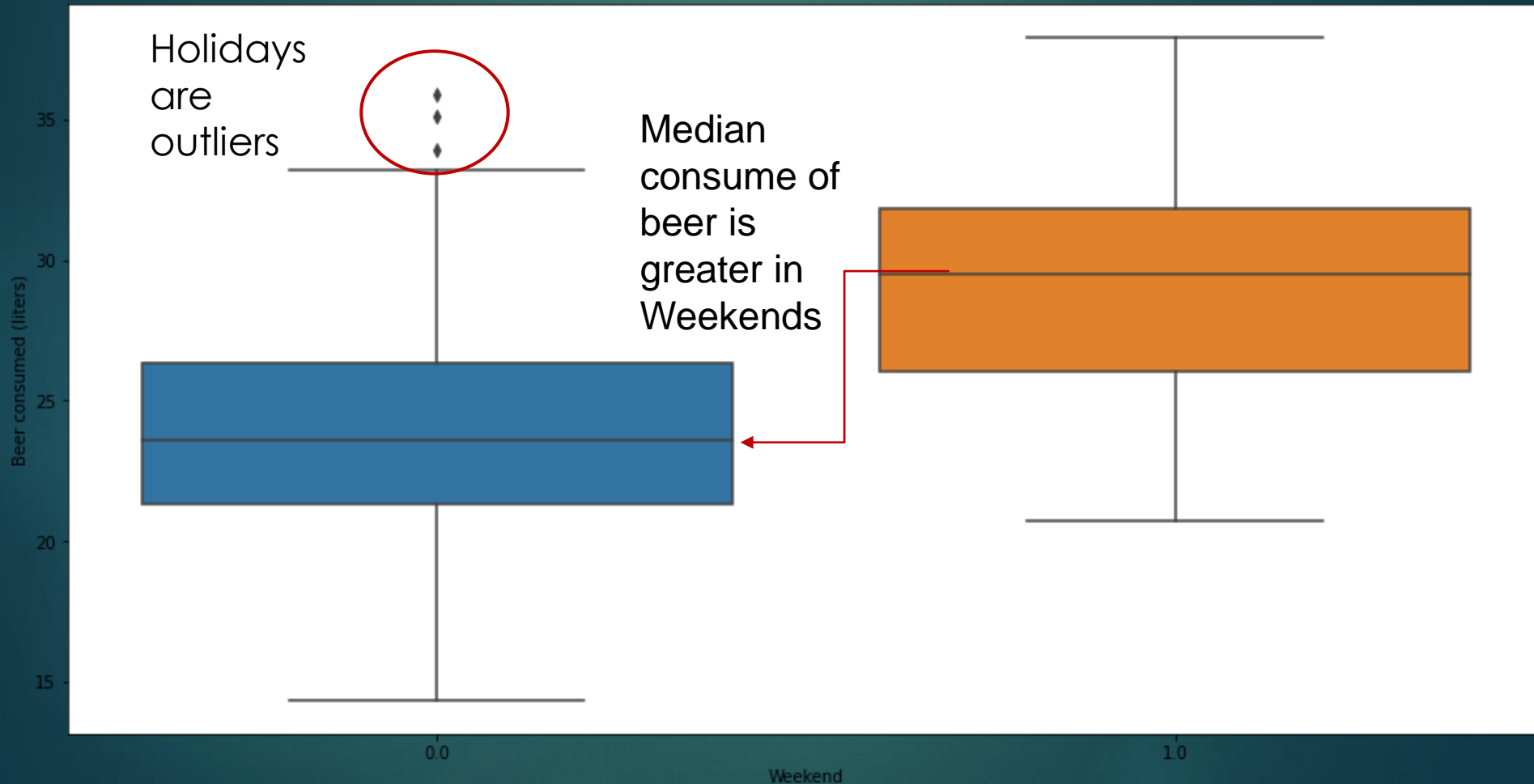
A cold beer in a hot day

Consume of beer by average temperature

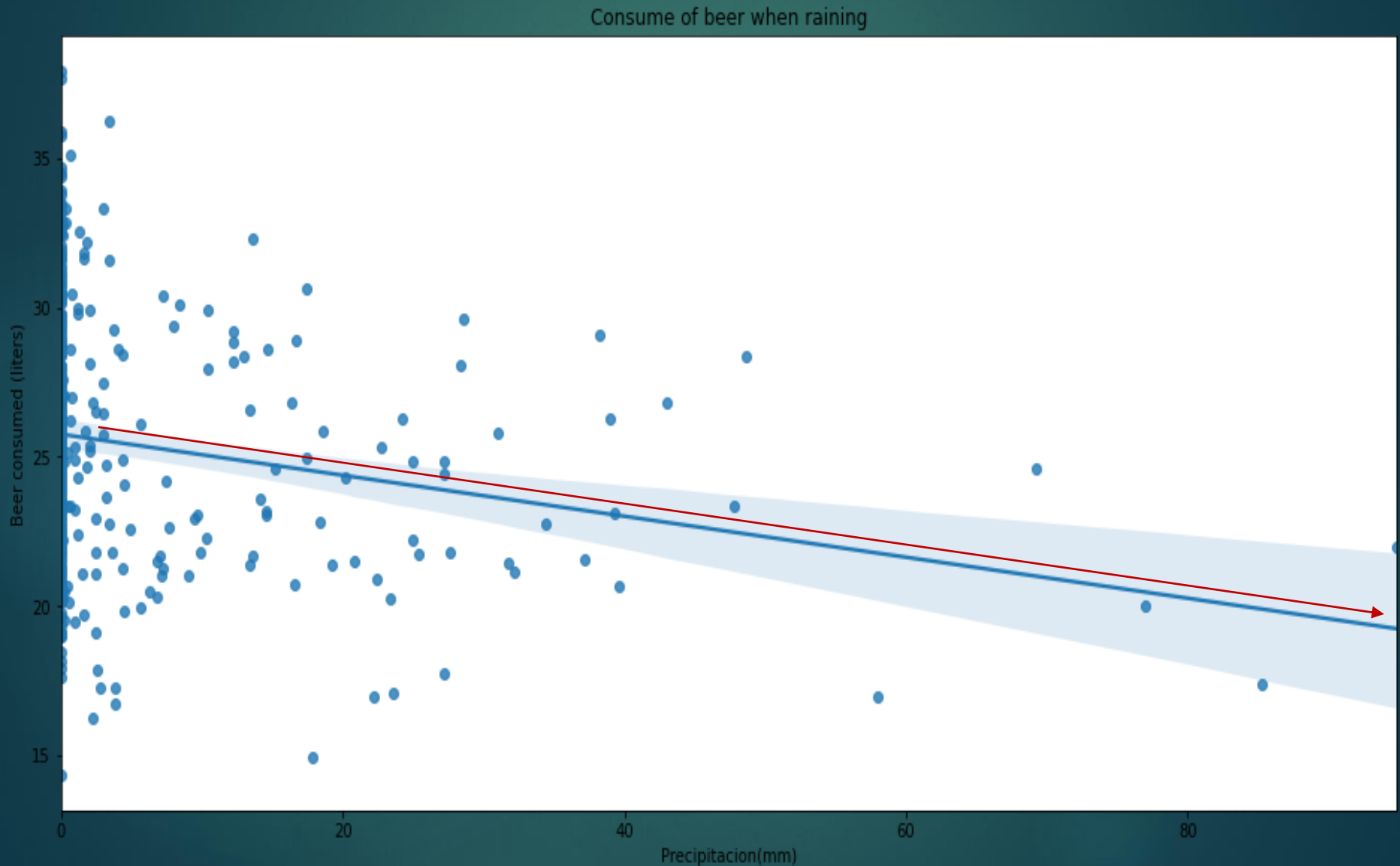


Weekend equal more beer

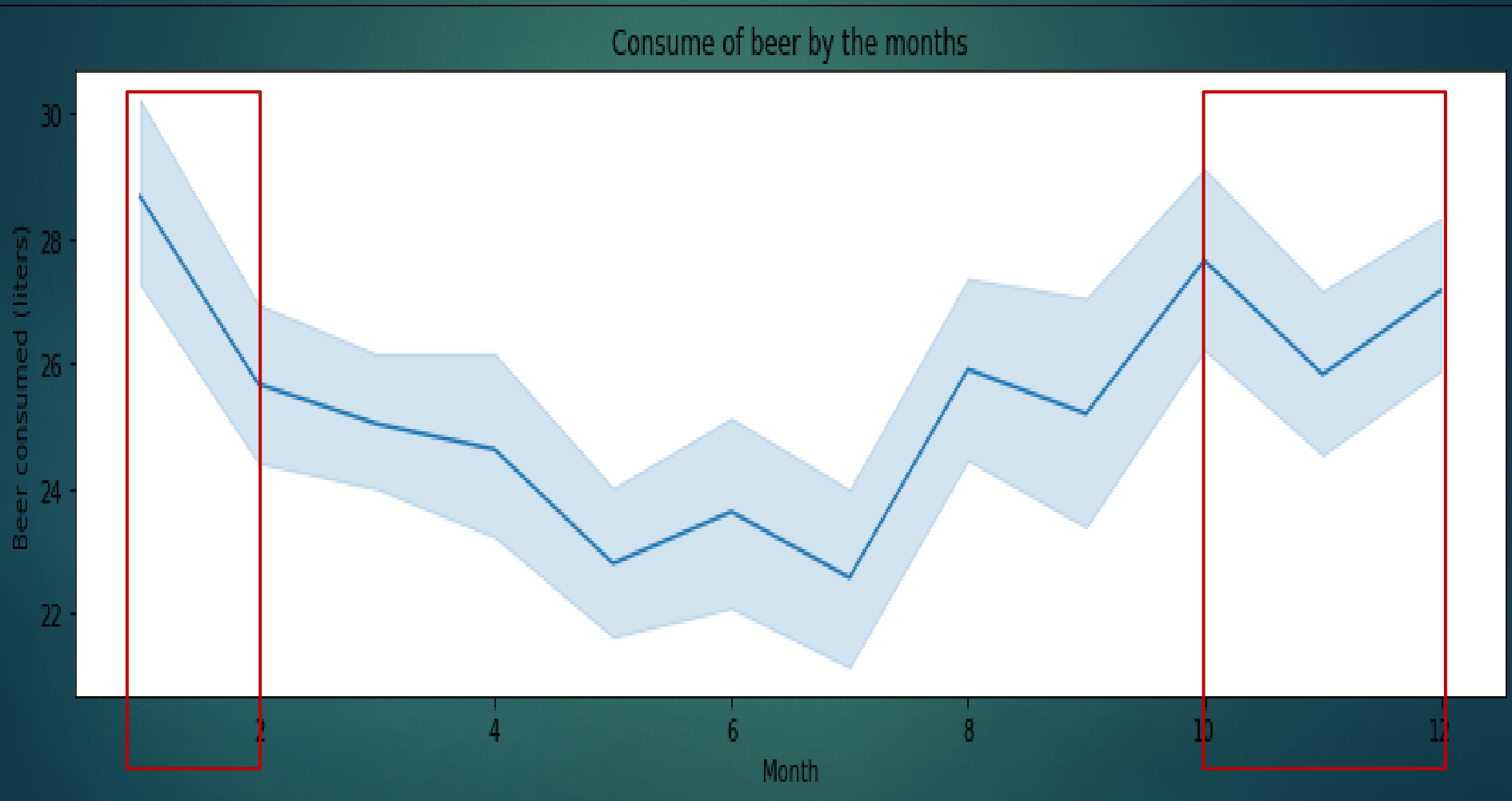
Consume of beer when is weekend or not



Rain and beer doesn't fit right



When it's summer, a beer is welcome.



Conclusion

- ▶ The better place surrounding the University of São Paulo is Rio Pequeno;
- ▶ Months with best consume are in summer season;
- ▶ Weather conditions to better sell beer are in dry and hot days;
- ▶ The stakeholders should take to mind:
 - ▶ Other costs about buying or renting a local;
 - ▶ Legal and sanitary questions;
 - ▶ Maybe further investigation on that fields should be advided.