BEST LOCATIONS FOR NEW CHICAGO BREWERIES

DATA ANALYSIS
OF
NEIGHBORHOODS, EXISTING VENUES, AND
DEMOGRAPHIC INFORMATION

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INTRODUCTION/BUSINESS PROBLEM

As I see breweries opening at a fairly rapid pace in Chicago, I have wondered if I can use data to identify if certain areas/neighborhoods have a higher density than others and if so, find the opposite and determine where to best build a brewery in the city.

My theory is that there is a strong correlation between the number of coffee shops and breweries in a given area. I will attempt to find such a correlation within Chicago's official community areas and assuming that is the case, I will determine areas with an inverse relation to identify the area where a new brewery might make sense.

The audience for this report and analysis is targeted for those interested in opening a brewery in Chicago, either a new entry to the marketplace or an additional location for an existing brewery.

DATA USED IN THE ANALYSIS

There are several potential data sources I expect to use in this analysis:

- Chicago "Neighborhood Data" – Chicago is divided politically by wards (50 wards), colloquially by "neighborhood" (as many as 200, and names vary), but officially by "community area" (77 of them) for statistical purposes. Using a slice of a dataset from the City of Chicago Data Portal, the table below is an example of the 77 community areas:

id	community
1	ROGERS PARK
10	NORWOOD PARK
11	JEFFERSON PARK
12	FOREST GLEN
13	NORTH PARK
14	ALBANY PARK
15	PORTAGE PARK
16	IRVING PARK
17	DUNNING
18	MONTCLARE
19	BELMONT CRAGIN

2	WEST RIDGE
20	HERMOSA

Table 1 - Sample of Official Chicago Community Areas

■ Foursquare – I will use the Foursquare API to identify the concentration of breweries in each community area within a certain radius of that area's geographic center.

■ Chicago Data Portal – The City of Chicago Data Portal (data.cityofchicago.org) has a GeoJSON dataset (link to data page) which provides community area boundary coordinates. Overlaying this data onto a Folium map gives an idea on how the community areas are determined:
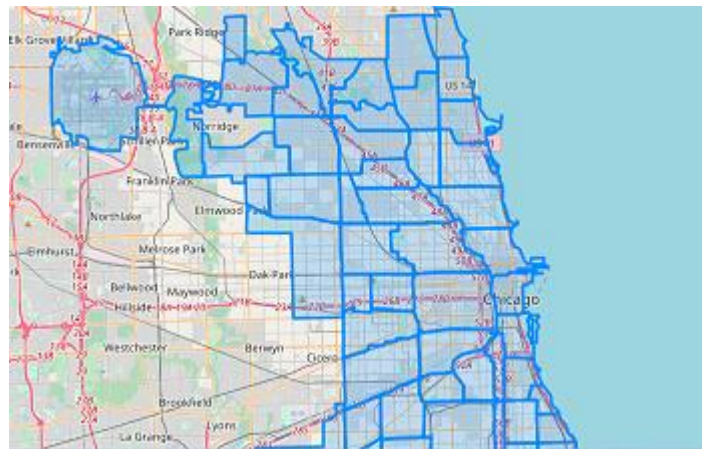

Figure 1 - Folium map of Chicaho with Community Area overlay

■ Wikipedia – has a page with 2017 population density data, which may be useful when taking population into account

■ Chicago Tribune – Has data that may provide geographic lat/long coordinates for each community area center

EXECUTIVE SUMMARY

Begin Executive Summary here…

DETAILED ANALYSIS

Sample table below

COMPETITOR RANKING	CURRENT SHARE	SHARE IN 3 YRS.
Largest competitor	50%	30%
Second largest competitor	25%	20%
Third largest competitor	15%	12%

Table 1: Sample table

CONCLUSIONS