

BEST LOCATIONS FOR NEW CHICAGO BREW PUBS

DATA ANALYSIS
OF
NEIGHBORHOODS, EXISTING VENUES, AND
DEMOGRAPHIC INFORMATION

GLENN KRAUSE
IBM/COURSERA CAPSTONE PROJECT
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INTRODUCTION/BUSINESS PROBLEM

As I see breweries and brewpubs opening at a fairly rapid pace in Chicago, I have wondered if I can use data to identify where such venues are possibly saturated in a community and if so, find the opposite and determine where to best build a brewpub in the city.

My theory is that there is a strong correlation between the number of coffee shops and brewpubs 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 brewpub might make sense.

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. I will attempt to use a dataset from the City of Chicago with the boundaries of the 77 community areas
- Foursquare – Identify types of venues within a given community area
- Other Chicago demographic data (TBD) – Scrolling through the City of Chicago Data Portal (data.cityofchicago.org) may have other datasets and files of interest. Population data could be useful but I see it is by census tract and I do not see any rollup to community area. There may be other information sources (Wikipedia, etc.) that may also be of benefit.

EXECUTIVE SUMMARY

Begin Executive Summary here...

DETAILED ANALYSIS

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
