best Locations

for New chicago breweries

Data Analysis

of

neighborhoods, existing venues, and demographic information

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BEST LOCATIONS FOR NEW CHICAGO BREWPUBS

# 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:

1. 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 - Sample of Official Chicago Community Areas

1. 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.
2. Chicago Data Portal – The City of Chicago Data Portal ([data.cityofchicago.org](https://data.cityofchicago.org/)) has a GeoJSON dataset [(link to data page)](https://data.cityofchicago.org/Facilities-Geographic-Boundaries/Boundaries-Community-Areas-current-/cauq-8yn6) which provides community area boundary coordinates. Overlaying this data onto a Folium map gives an idea on how the community areas are determined:

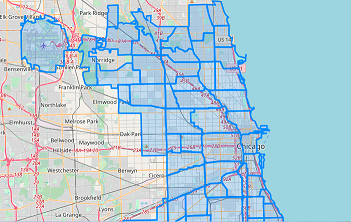


Figure - Folium map of Chicaho with Community Area overlay

1. Wikipedia – has a page with 2017 population density data, which may be useful when taking population into account
2. 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