

Battle of the Neighborhoods Coursera Capstone

Kansas City Sports Bar Venture

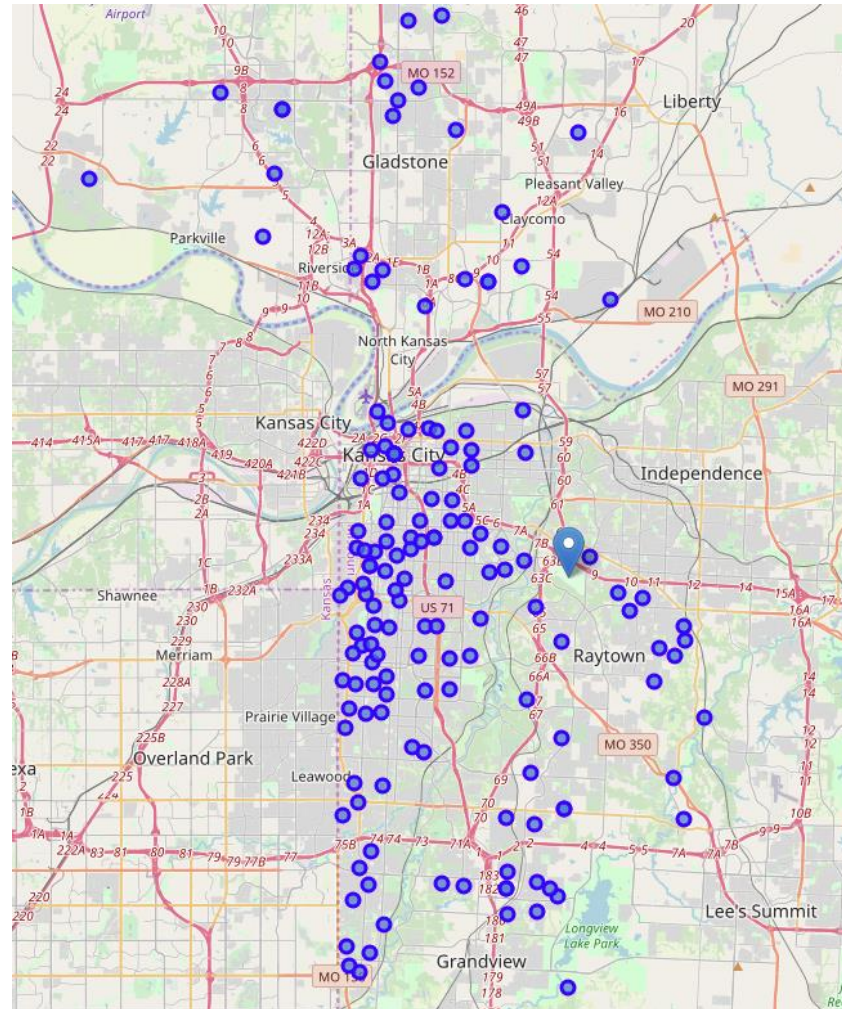


Kansas City wins Superbowl LIV

- Could potentially lead to more fan support in Kansas City
- Chiefs-themed sports bar could be a winner
- Where to locate?
- Must have Kansas City address
- But where?



Kansas City Neighborhoods



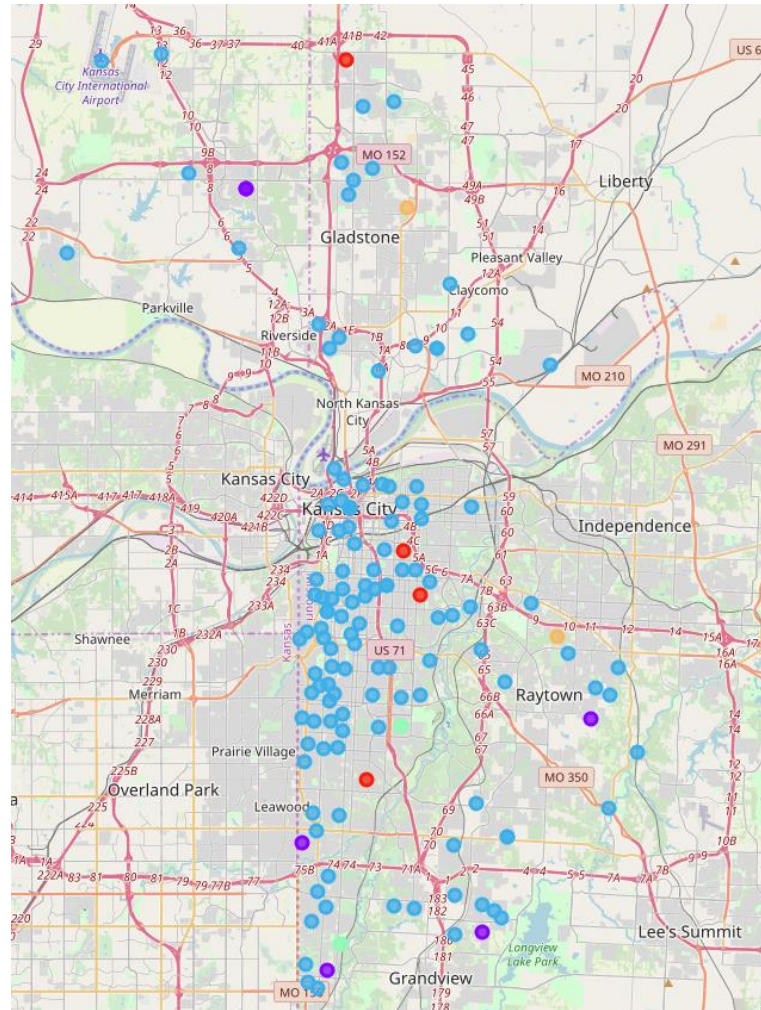
Kansas City Neighborhoods (cont.)

- Run from north to south along the Missouri-Kansas border
- Arrowhead Stadium to the east-southeast
- Fan out towards the north with the Missouri River border

Kansas City Neighborhood Clustering

- K-means unsupervised learning clustering on neighborhood venues
- $k=5$ determined to give some discerning clusters by venues beyond the primary cluster

Kansas City Neighborhood Clustering (cont.)

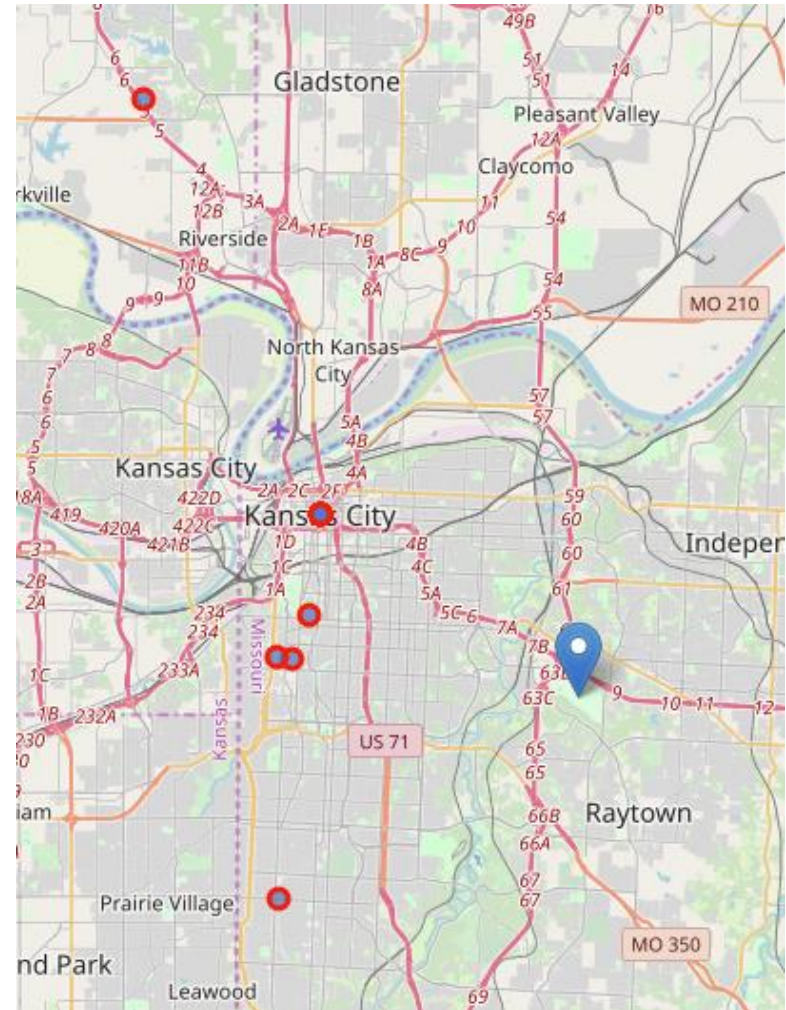


Kansas City Neighborhood Clustering (cont.)

- Primary cluster (in light blue) a mix of restaurants, sandwich shops, pizza joints, clothing retail, and grocery stores
- Midwestern high-density city would have evolved in a more uniform planned fashion
- Sports bar technically could be located at multiple locations north to south along the primary cluster (rent dependent)

The Competition...

However, currently most dominant sports bar neighborhoods located along the north/south cluster



Conclusions

- May be opportunities to open a new Chiefs-themed sports bar along I-70 towards the stadium
- Can capitalize on stadium traffic yet be close enough to downtown while avoiding some of the competition of the current sports bars downtown as well as the suburbs on the across the Kansas border
- Neighborhoods of Knoch's Park, Ingleside, Santa Fe, Washington-Wheatley, or Dunbar may be suitable starting points to look for locations
- Check for competitive rents