Coursera Capstone Project

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**Introduction**

Within the last 20 years, Houston, Texas has been an exponentially growing city for housing, population, and the energy industry. With a flood of people flocking to the city for jobs, the diversity of food and beverage selections has grown with it. Though Houston has always been known for being a multicultural city, it has greatly increased the Millennial population. Millennial’s, fueled by social media, social hangouts, social everything, are looking for institutions that allow for gatherings. With the club night life still breathing heavily, the daytime festivities are increasing with social drinking, primarily at breweries.

Microbreweries have erupted in popularity to offer as an alternative to bars and other day time hangouts. The selection of breweries come and go as fast as the fads last on social media.

**Problem Statement**

What is needed is a brewery that is not surrounded by other breweries, that can tend to the local/immediate population, has good beer, and can stay busy. My client is looking for the ideal place for her brewery to call home. It will serve local clienteles and be able to ship beer to eateries and groceries. Having not only an indoor/outdoor entertainment space is critical, but there also needs to be space for brewing, packing, shipping, trucking, and of course drinking (sampling).

**Data**

Foursquare offers great access to business geographic data, along with reviews, ratings, specific business types, etc…

The goal is to leverage this data, isolate establishments that relate to drinking, brewing, alcohol as a few of the keywords. Preferably, areas that have little to no data of surrounding establishments would be a plus, as there might be a market for my client to serve as well as areas that have data, many establishments, but the ratings are less than favorable for those. This could allow for someone new to come in and woo the existing customer base.

Houston is one of the largest cities by area in the United States, isolating areas may be best. Clustering neighborhoods first will be ideal to narrow down options, possibly to target certain clients like Millennials.

I plan to join existing geographic data of Houston with Foursquare to appropriately cluster areas based on existing infrastructure. Then look at ratings, and existing businesses to determine potential competition and find a location suitable for my client. Ideally, for my client, it would be best to submit more than one proposal for a location, so the plan is to submit two options.