I live in Austin, Texas and in the last 10-15 years a large number of craft breweries have been launched. For background, craft breweries are micro sized beer brewing facilities that make custom flavors & types of beer. Often these craft breweries are launched by people who have very little industrial scale experience - they have just brewed beer at home. It is a fairly easy industry to launch in to. Obviously, creating a craft brewery from scratch is not easy, but the knowledge and capital equipment can be obtained with a reasonable amount.

Suppose I am a data scientist disillusioned with my career and wish to start a craft brewery with some business partners. I would like to know where in Austin, Tx would be optimal location to launch my new craft brewery. My immediate target audience is my business partners, but also anyone else who would be interested in opening a craft brewery.

The data will be based of the zip codes in Austin, TX. I will import the Latitude and Longitude of each zip code in Austin, TX. Using Foursquare, I will determine the number of craft breweries in each zip code. In addition to the foursquare data, I will import data about each zip code.

The criteria I will use to influence my decision are the number of craft breweries already existing in a zip code, the number of people in the zip code, average income in the zip code and average home price in the zip code.