# 99 Bottles of Beer on the Wall: Are Breweries the new Starbucks?

## Data Sources:

Brewery CSV: https://data.world/datafiniti/breweries-brew-pubs-in-the-usa

Starbucks CSV: <https://gist.github.com/dankohn/09e5446feb4a8faea24f> - Kevin

IRS CSV: <https://www.irs.gov/statistics/soi-tax-stats-individual-income-tax-statistics-2018-zip-code-data-soi>

## Inspiration:

We are marketing analysts for the “Holy Ale Brewery” we are trying to convince the leaders of this organization the next 5 cities we should open our new breweries. Using the data above we will create a dashboard that explains which cities would be an investment opportunity based on population and median household income.

## Visual Ideals:

1. Interactive Map (Heat Map and Index Markers Layered)
   1. Median Income
   2. Number of Breweries
   3. Number of Starbuck
   4. Population size
2. For the selected cities
   1. Explanatory Charts why these are viable opportunities.
      1. Bar graphs
      2. # of breweries
      3. Population
      4. Starbucks per capita
      5. Brewery per capita

Example Visuals: 

