A pineapple with a banana peel

Description automatically generated with low confidence

The People’s Lion, LLC

Consulting, Refining, and Providing

**Title:** Potential investment in marijuana dispensary

**Executive Summary:**

We have been recruited by investment firm seeking an opportunity to locate and create a lucrative dispensary. An optimal location will be determined among one of the 34 states and territories that have legalized recreational marijuana in order to turn a profit and return on investment.

**1: Introduction:**

This report is composed of planning, research, and implementing factors that play a role in creating a successful dispensary. A variety of data set have been located that provide many variables to consider. While restraints were discovered through research and testing, a conclusion was determined to best suit the investors.

**2: Methodology**

**2.1 Experimental/Sampling Design:**

Data samples (both raw and aggregate) were explored from 34 states and territories that have legalized marijuana. Research is driven by multiple Comma Separated Values (.csv) files located from various State managed Department of Treasury websites. The .csv files provided data including lines of revenue, taxable revenue, and sales. While some of these datasets went as far back as 2014, we focused on more recent data that included calendar years 2019 into 2021.

An additional dataset was extracted from the United States National Census Bureau. This allows us to determine population within specific states or regions in order to reach more individuals who are potential clients.

**2.2 Data Analysis:**

Data were analyzed and written using methods that require reworking the data in Postgres from .csv to SQLs databases. These files were then cleaned and inserted using a Pandas method while writing in a python style code. SQL Alchemy was then used to transform the data into SQL tables in order to merge the data from states where marijuana is legal. States that have not legalized the usage of marijuana were scrubbed and not used. Census data was accessed and scrubbed in order to simulate the population only in states and territories that allow the recreational use of marijuana. Due to the quality of data, the focus was narrowed to Massachusetts, California, and Colorado.

**3: Results**

Data were fluid and seamless. The team determined the final numbers based on states revenue lines, taxable and sales funds. By combining the census data for the target states, a conclusion has been drawn.

**4: Conclusions:**

If done correctly in the right state, this investment is sound. Money is needed up front to cover application and licensures fees. Materials are also considered in the initial investment. Over time, money will be made, and the dispensary will become profitable .

**5: Recommendations:**

Data are updated either quarterly, monthly, or daily, depending on the state. Also, some states regulate dispensaries differently. Further research into the state regulations would be a necessity.

We recommend more money and time to provide a more accurate picture by deploying field researchers to better understand the market.

**6: Future Enhancements:**

With more time and funding, we can:

* Subcontract data development to create data scrapes for known datasets, automating the pulling of data into our system.
* As states start to legalize cannabis, we can routinely check for any data those states may provide. This allows us to configure ingestion of their data into our process, once available.
* Enhance our data model, for example by unpivoting the Census table to allow better data ingestion and analysis.