# Iowa Liquor Store Analysis

## Executive Summary

Kyle Santana

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This report provides an analysis and evaluation of the 3 best location within Iowa to build a liquor store. The methods of analysis were putting together linear regression models and running them through a K folds cross validation test. The specific things we were interested in measuring was sale price, number of bottles sold, and bottle retail price. We then separated all variables by County, City, and Zip Code. After running the initial tests we decided to drop city and continue the test via Zip Code and County.

The top 5 counties with the best sales/ bottle ratio for their size were Dallas County, Carroll County, Sioux County, Iowa County, Howard County. The top five zip codes were 50266, 52338, 50320, 52154, 50021. Since zip code 52388 has a winery that is responsible for a majority of the sale we will be dropping it from this list which leaves us with the top three zip codes 50266, 50320, 52154. My first suggestion for a new liquor store would be in 50266.

Additional information that would be needed to perform a more detailed analysis and provide a more accurate location within the zip code would be demographics and population data. With the additional information we should be able to narrow down the location to within a few blocks.