Analysis of a Preferable Location for Opening a Pub in St. Petersburg

<u>**Introduction**</u>

Operating a Pub is a great way to run a business that you enjoy. It can be a lucrative business as well, but it takes planning, preparing the legalities, insuring your business, hiring experienced employees, and choosing **a prime location**. When starting a Pub, the location is one of the most important factors to consider. It is crucial to find a location that gets a large amount of traffic and is close to areas that have a vibrant night life.

The main purpose of this project is to analyze the data regarding the location of Pubs in St. Petersburg. The results of this analysis might be used while considering opening a new Pub in the city. It also might help existing businesses to examine their own competitive advantages and strengths, as well as leverage risks and sustain in the business.

<u>**Data**</u>

To solve the mentioned problem, the Foursquare location data will be used. In particular, the following data will be retrieved and analyzed:

- Data on Pubs located near the St. Petersburg city center
- Data on the main areas that have a vibrant night life (karaoke, night clubs, etc.)

Using that data from Foursquare, there will be given suggestions regarding the preferable location for opening up a Pub in St. Petersburg.