**Determination of optimal location for opening**

**a Craft-beer taphouse in Florianópolis – SC – Brazil**

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**1 – Introduction**

This section of the report introduces the problem that will be explored in this data science project. The porpoise of the report is to study different regions of the city of Florianópolis – SC – Brazil, and give the stakeholders optimized locations for the business.

* 1. **– Background**

The business of Craft-beer taphouses is increasing its importance, since hand made beers have received more and more clients in Brazil. This is a type of business where several craft-beers are available for the costumers in taps, where the costumer serves themselves and are charged by volume of beer consumed.

The environment usually brings quiet music, and do not offer foods. The main idea is that the costumer goes to the taphouse to enjoy good beer and good conversations with friends.

Florianópolis is the capital of the state of Santa Catarina, in southern shore of Brazil. It is mostly located in an island, with 54 km of length. The population is approximately 500 thousand inhabitants, and it is known for having the third higher Human Development Index in Brazil. It has very beautiful nature, containing astonishing beaches, dunes and lakes.

* 1. **– Problem**

The objective of this report is to inform the stakeholders the optimum place to open a taphouse in the city of Florianópolis. The main criteria will be look for regions near beaches, clubs, hotels and beaches (or lakes). This criterion is since the city receives many tourists, and the type of locations proposed is more prone to have costumers willing to taste different good beer.