

Finding the best place to open a beer bar in Nashville (TN)

Capstone Project - The Battle of Neighborhoods (Nashville)

Applied Data Science Capstone by IBM/Coursera

Introduction: Business Problem

Nashville is the capital and most populous city of the U.S. state of Tennessee. The city is the county seat of Davidson County and is located on the Cumberland River. Named for Francis Nash, a general of the Continental Army during the American Revolutionary War, the city was founded in 1779.

A major center for the music industry, especially country music, Nashville is commonly known as "Music City". It is also home to numerous colleges and universities, including Tennessee State University, Vanderbilt University, Belmont University, Fisk University, Trevecca Nazarene University, and Lipscomb University, and is sometimes referred to as "Athens of the South" due to the large number of educational institutions.

Nashville is also a major center for the healthcare, publishing, private prison, banking, automotive, and transportation industries.

Nashville is very popular tourist destination. There are already lots of different bars, but because of tourist potential investors in bar business always show interest in investing in such destination. Therefore in this project, intention is to try to find locations that are not overpopulated with bars. Our interest is also to find locations with no beer bars in proximity and the location should be as close to city center as possible.

The objective of this project is to analyze and select best locations in the city of Nashville, Tennessee to open a beer bar. Using data science methodology and machine learning techniques like clustering, this project will provide the answer to question: Where would be best possible final locations for investor to open a beer bar.