

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

Introduction

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.

Data

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.

Methodology

Location analysis is a technique for finding the best location for the new restaurant. It helps to analyze potential locations and their access to customers and other important factors.

In order to conduct analysis, we have searched the nearest to the city center Pubs (Picture 1).

Picture 1. Searching the existing Pubs in St. Petersburg

```
In [57]: address = 'Nevsky prospect, St. Petersburg, Russian Federation'

geolocator = Nominatim(user_agent="foursquare_agent")
location = geolocator.geocode(address)
latitude = location.latitude
longitude = location.longitude
print(latitude, longitude)

59.9356467 30.3235057

In [132]: search_query = 'Pub'
radius = 15000
print(search_query + ' .... OK!')

Pub .... OK!
```

After filtering and cleaning the data (Picture 2) we made the dataframe of 49 Pubs in St. Petersburg.

Picture 2. Filtered Dataframe of Pubs in St. Petersburg

```
In [137]: dataframe_filtered.name

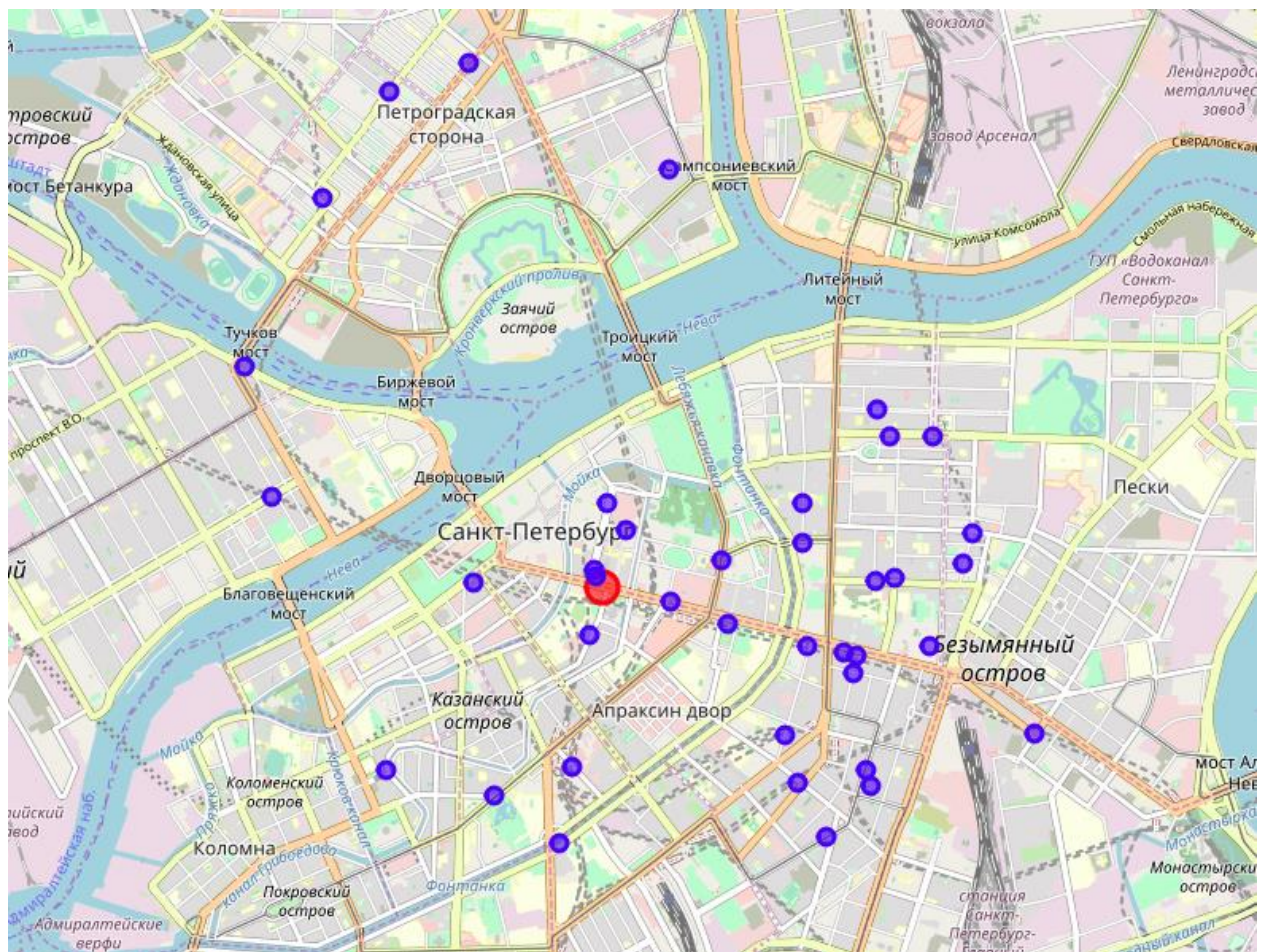
Out[137]: 0 Tower Pub
1 Rock-Pub
2 James Cook Pub & Cafe
3 Mollie's Pub / Моллис
4 Shilling British Pub
5 The Office Pub
6 London Pub
7 Бристоль паб / Bristol Pub
8 Спорт Паб 84 / Sport pub 84
9 Oliver Pub
10 Tower Pub
11 O'Hooligans
12 Dog's Nose Pub
13 City Pub Crawl - Saint - Petersburg / Typ no 6...
14 Rugby House Pub
15 Corleone Pub
16 Rock-Pub
17 Secret Service Pub
18 The Red Fox Pub
19 MacNamara Pub
20 The Pub
21 Black Wood Pub
22 Шиллинг / Shilling Pub
23 ПРОСТО КРЕМ @ Кино Pub
24 Catherine Public Garden (Екатерининский сквер)
25 Mollie's Mews / Моллис Мьюз
26 My Friends Pub
27 Golden Pint Pub
28 Axiom Pub SPb.
29 The Corner Pub
30 Gladstone Home pub
31 Dickens (Диккенс)
32 The Pub
33 Commode PUB
34 The Red Fox Pub
35 Radio Ireland
36 It's Pub Time
37 Mix Pub BBQ
38 Pub Black beeR
39 PUBTHEPUB
40 склад pub&kitchen
41 My Little Pub
42 The Templet Bar
43 Oi Mate 'Pub
44 RiverSide Pub&Grill
45 ReJoin Gamer's Pub
46 irish pub linnegan's
47 Maler pub&bar
48 Бюрге
49 John-Donne Pub
```

Finally, using *folium.Map* we have generated the map centered around the Nevskyy Prospect in St. Petersburg (Picture 3).

Results

After preparing and filtering the data we have come to the results that demonstrate the location of Pubs in St. Petersburg (Picture 3).

Picture 3. Location of Pubs in St. Petersburg



Discussion

After examining the location that gets a large amount of traffic and is close to areas that have a vibrant night life, the following facts have been noted:

- St. Petersburg city center is a very competitive area for opening a new Pub.
- However there are still spots that might be attractive as they are close to the high traffic of tourists

