# 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.

### **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
                                                          Rock-Pub
                                             James Cook Pub & Cafe
          2
                                             Mollie's Pub / Моллис
          3
                                              Shilling British Pub
          4
                                                    The Office Pub
                                                        London Pub
                                        Бристоль паб / Bristol Pub
          8
                                       Спорт Паб 84 / Sport pub 84
                                                        Oliver Pub
          10
                                                          Tower Pub
                                                       O'Hooligans
          11
          12
                                                    Dog's Nose Pub
               City Pub Crawl - Saint - Petersburg / Typ no 6...
          13
          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
                                                    Black Wood Pub
          21
          22
                                            Шиллинг / Shilling Pub
          23
                                            PROSTO KPEM @ Кино Pub
                   Catherine Public Garden (Екатерининский сквер)
          24
          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
                                                            Брюгге
                                                    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).

Ленинград Петроградская провский сторона стров ост Бетанкура MOCT ТУП «Водоканал Литейный Петербурга» Заячий Биржевой Пески Санкт-Петербур Благовещенский остров Казанский Апраксин двор остров Коломенский остров ийский Коломна остров Адмиралтейские

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

We recommend opening a Pub in the areas marked green that demonstrate high traffic and have comparatively low level of competition.

Петроградская завод провский сторона стров мпсониевский ост Бетанкура MOCT ГУП «Водоканал Литейный Петербурга» Заячий Троицкий Дворцовый мост Пески Санкт-Петербур ıŭ Благовещенский остров Коломенский остров ийский Коломна Монастырски Покровский Адмиралтейские

Picture 4. Recommended areas for opening a new Pub in St. Petersburg

### **Conclusion**

Location in restaurant business is the most valuable asset and competitive advantage. When it comes to Pub businesses in the big cities such as St. Petersburg with a high level of competition, that could be single most effective thing the business owner could do to succeed. Having a good menu and professional staff is important to pub success, but having a good location can give the business another push toward success. That is why it is crucial to use location analysis technique for finding the best location for the new restaurant. As we have seen it helps to analyze potential locations and their access to customers and other important factors.