**Opening a pub in Central London**

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**1. Introduction –**

With a large number of sports bars and pubs, and an equally large number of frequenters, chains or individuals looking to open their own pubs face severe competition. Even though pricing, number screens, quality, etc. would be major influences in attracting customers, location and nearby competitors are equally important. New set ups would want to avoid areas with multiple, established pubs, in order to be able to build their reputation. A presence of public transport near the location would also improve the percentage of buyers, by removing the need of designated drivers within customer groups.

This project will work towards analyzing and selecting areas in London that would be strong contenders for opening a new pub.

**2. Data –**

The main data source will be from queries in FourSquare, which will be co referenced with postal code data obtained from data.london.gov.uk, and geocode addresses for the same.