A Bierhaus in Atlanta

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I like Beer….an Introduction

- I am a native of Atlanta, GA and come from a German family. I have always loved the camaraderie and atmosphere of a traditional German beer halls.
- But we do not have that many here in Atlanta. This is surprising because the draft beer scene is so robust.
- So what would be the risk of opening my own beer hall?
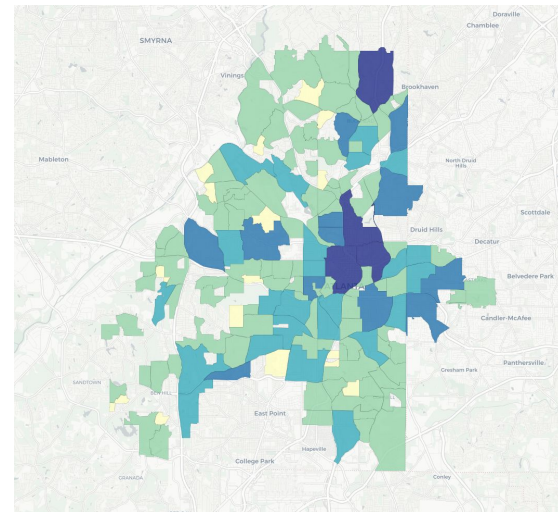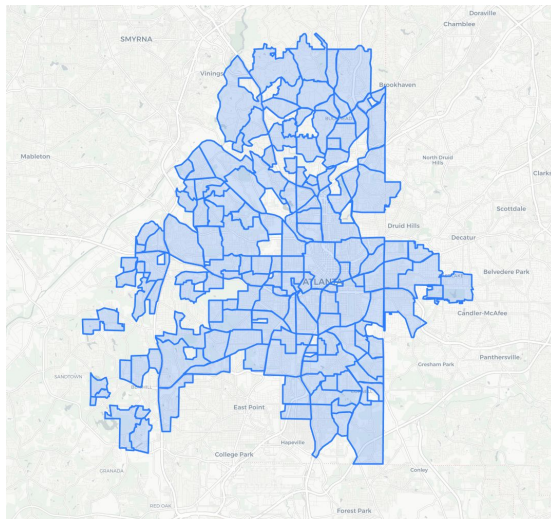- Where would I put it?
- Let's explore more….

Business Problem: Where to open?

- Atlanta has over 200 official neighborhoods. In the past, these have been disconnected but the Atlanta Beltline project aims to build walkable paths to connect the major neighborhoods.
- This means the time may be right to open, but where?
- Which neighborhood likes beer?
- What about the one with the highest beer serving venues per 1,000 people?
- FourSquare can help!

The Neighborhoods

- First, let us look at the neighborhoods.
- The mix of neighborhoods spans from far away and sparsely populated, to in the middle of the city-proper and heavily populated.
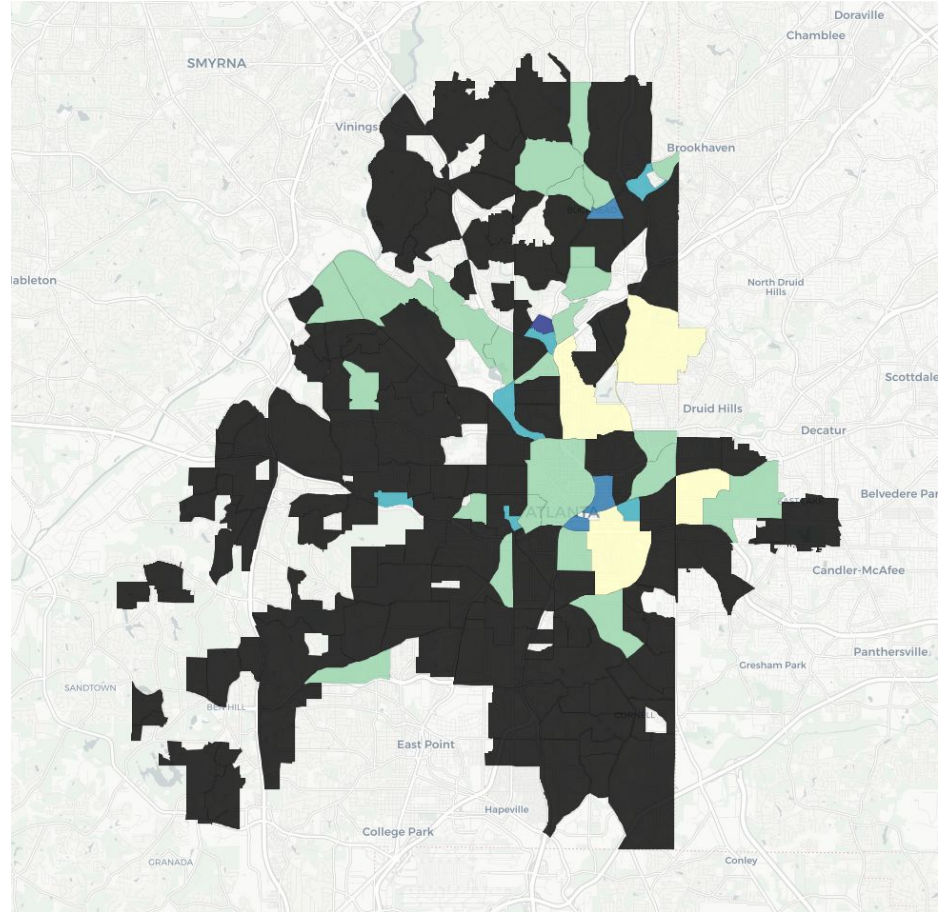- Next step is to get the number of beer-serving venues from FourSquare.

The Venues

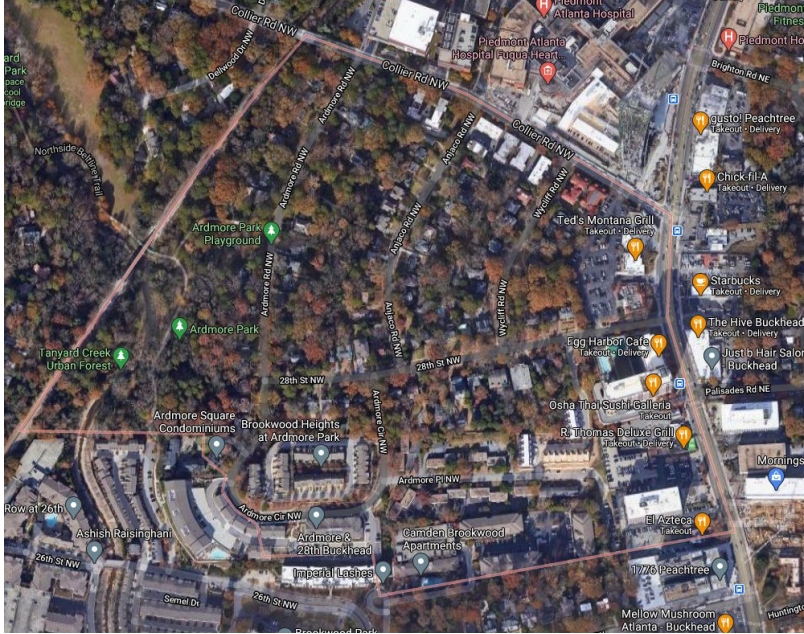|	
Adair Park	2
Almond Park	1
Ardmore	3
Ashview Heights	1
Atlantic Station	3
Berkeley Park	1
Bolton	2
Brookwood	3
Brookwood Hills	1
Buckhead Forest	2
Buckhead Village	5
Cabbagetown	3
Campbellton Road	2
Capitol Gateway	3

- Using FourSquare, and searching by neighborhood center, we can find the number of beer-serving venues in each neighborhood.
- Only 37 Neighborhoods have such venues! The table to the left shows a few of those.
- But which neighborhood has the highest venue per 1000 people?

The Decision!

- Using a helpful table from Wikipedia, we can map the neighborhood populations to the geometry data we pulled from the City of Atlanta.
- The map shows the neighborhoods where beer venues exist, the darkest blue is the one we want….

- And that is **Ardmore** with 3.97 venues per 1,000 People!

Why Ardmore is great!

Lots of space and road access!

Right on the Beltline!

Conclusion

- Using python, FourSquare, and some publically available data, we were able to arrive at a conclusion rather than an assumption.
- The data I used was:
  - City of Atlanta ArcGIS data by neighborhood:
    https://dpcd-coaplangis.opendata.arcgis.com/datasets/neighborhoods
  - Table of Atlanta Neighborhoods by Population:
    https://en.wikipedia.org/wiki/Table_of_Atlanta_neighborhoods_by_population
  - FourSquare API explore venues call
- With a target neighborhood (or 2), I can now start researching rent, available spaces, etc!

Thank you for reading!