



The Battle of Neighborhoods

FINDING THE BEST NEIGHBORHOOD IN DUBAI TO OPEN A COFFEE SHOP.

Dubai is the fourth most-visited city in the world based on the number of international visitors and the fastest growing, increasing by a 10.7% rate.

The city hosted 14.9 million overnight visitors in 2016, and is expected to reach 20 million tourists by 2020.

My client is an investor that wants to take advantage of Dubai's incredible tourist numbers and invest in opening a coffee shop. Dubai already has hundreds of coffee shops so he wants to open where there is not much competition.

My job is to find a place where opening a coffee shop will be a good investment and has few competitors to have most of the gains.



Dubai unlike New York or Toronto doesn't have Neighborhoods or Boroughs, Dubai has what is called Communities, So we have to:

1. Get a List of the communities in Dubai using wikipedia

2. Get their Latitude and Longitude using geolocator

3. Get their most popular venues from Foursquare API

4. Find the community with the least coffee shops but is fit to open one



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List of communities in Dubai

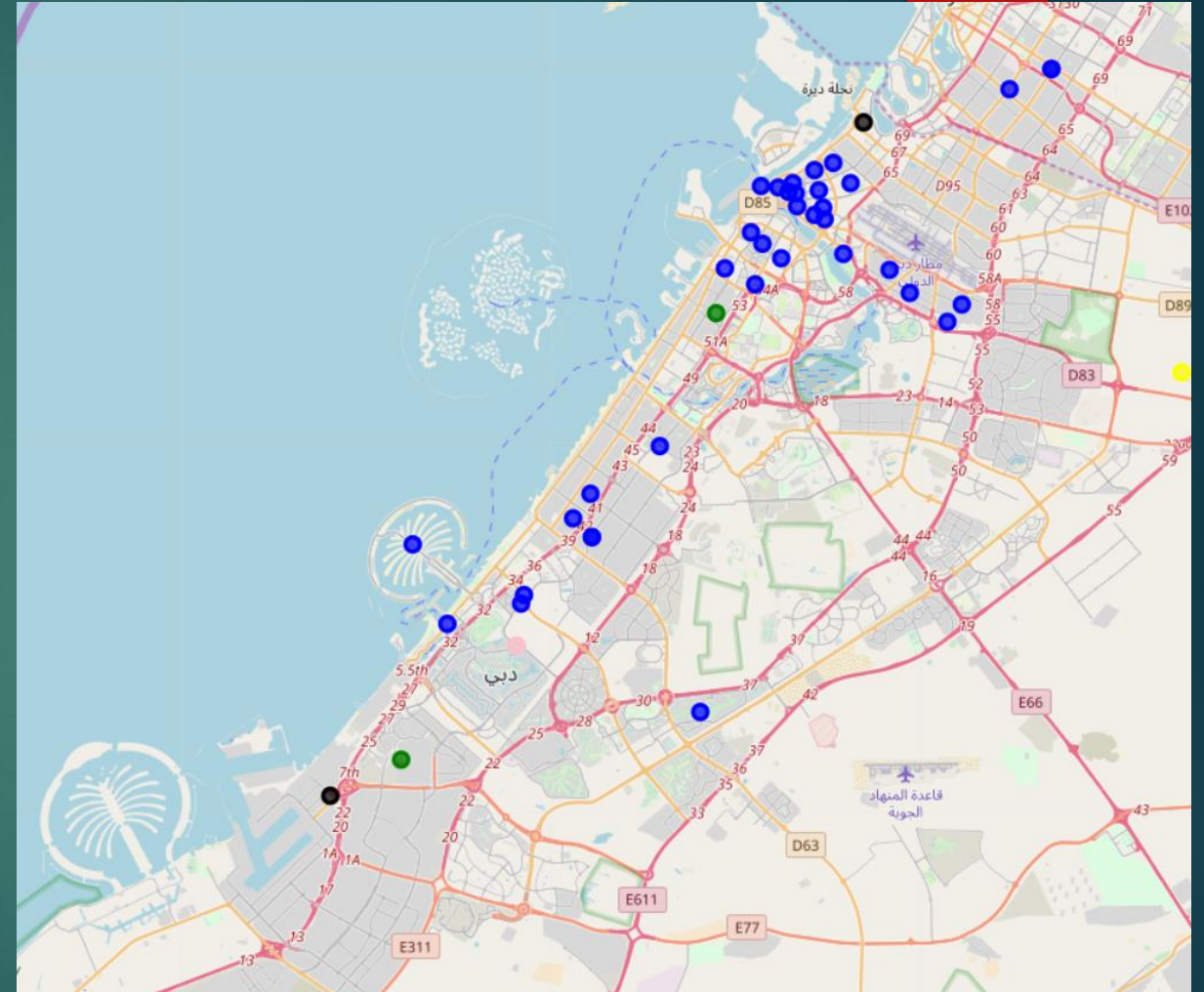
From Wikipedia, the free encyclopedia

This is a **list of communities in Dubai**, United Arab Emirates. Dubai is mainly divided into 9 sectors which are then divided into communities. There are more below.^[1]

Community Number	Community (English)	Community (Arabic)	Area(km ²)	Population(2000)	Population density(/km ²)
126	Abu Hail	أبو هيل	1.27 km ²	21,414	16,861.4/km ²
711	Al Awir First	العوير الأولى			
721	Al Awir Second	العوير الثانية			
333	Al Bada	البدع	0.82 km ²	18,816	22946/km ²
122	Al Baraha	البراحة	1.104 km ²	7,823	7,086/km ²
373	Al Barsha First	البرشاء الأولى			
376	Al Barsha Second	البرشاء الثانية			
671	Al Barsha South First	البرشاء جنوب الأولى			
672	Al Barsha South Second	البرشاء جنوب الثانية			
673	Al Barsha South Third	البرشاء جنوب الثالثة			
375	Al Barsha Third	البرشاء الثالثة			
114	Al Buteen	البطين	0.07 km ²	2,364	33,771/km ²
113	Al Dhagaya	الضغاية	0.125 km ²	10,896	21,451/km ²
214	Al Garhoud	الغرهود	4 km ²	4,466	1,116.5/km ²
359	Al Guoz Fourth	الغوز الرابعة			
313	Al Hamriya, Dubai	الحمرية	0.72 km ²	15,104	20,890/km ²
424	Al Hamriya Port	الحمرية ميناء	0.80 km ²	82	82.25/km ²

Methodology

1. Get Communities list from wikipedia
2. Put it into a dataframe
3. Use geolocator to get the coordinates of the communities
4. Use Foursquare API to get the most popular venues for each community
5. Use K-Means to divide the communities into clusters
6. Find a cluster which has the best characteristics for our project



Results

After examining the clusters, cluster 3 was the best fit for the project, doesn't have much coffee shops but have other venues that suggest that it has the right demographic of people to be customers of the coffee shop.

Discussion

The Cluster has 2 communities but we recommend to open a more casual coffee shop at the الممزر community because it has a sea view and in residential area, the other community is in an industrial area so it would be a great location to open a coffee shop suitable for business meetings.

