Nursery Broad Location Selection in Cairo Report

Coursera Data Science Capstone

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# Introduction

This report answers the question: where are the best locations to start an international nursery in Cairo?

# Data

Foursquare API database, used to define the related facilities near to each hotspot in Cairo city, and because income and other geosocial data is available for Egypt per region, I have decided to use the available data which are the venues.

Existence of schools, shopping malls, business centers … etc. shall be considered as sign of wealth.

# Method

To answer this; I have divided Cairo into three main regions:

1. Heliopolis in the east of Cairo
2. Maadi in the middle
3. Giza in the west

Then I have used Foursquare API to find how many schools, malls, business faculties and nurseries of course within defined radius from the center of each region.

The API limits the results to 50 for each category, so I had to reduce the search radius to 3 km for schools, and maintain 10km radius for other categories

# Discussion

The surface area of Giza is twice Heliopolis, and one and a half time the area of Maadi, which should be considered when deciding.

More data need to be collected such as the business volume of companies venues, average school fees in each region to relate with average nurseries fees, that would be usedful in later stage in the business case, howver for the purpose of locating the project, the beloe results were produced from the code:

Heliopolis area has: 50 international schools

Heliopolis area has: 50 malls

Heliopolis area has: 37 business facilities

Heliopolis area has: 25 nurseries

Maadi area has: 35 international schools

Maadi area has: 45 malls

Maadi area has: 23 business facilities

Maadi area has: 23 nurseries

Giza area has: 48 international schools

Giza area has: 50 malls

Giza area has: 31 business facilities

Giza area has: 33 nurseries

# Result

The table suggests that Maadi area has the lowest number if nurseries, although it has strong economic potential, so the recommendation is to search in Maadi to start the project.