

Exploring Most Popular Venues for Three Cities in Saudi Arabia

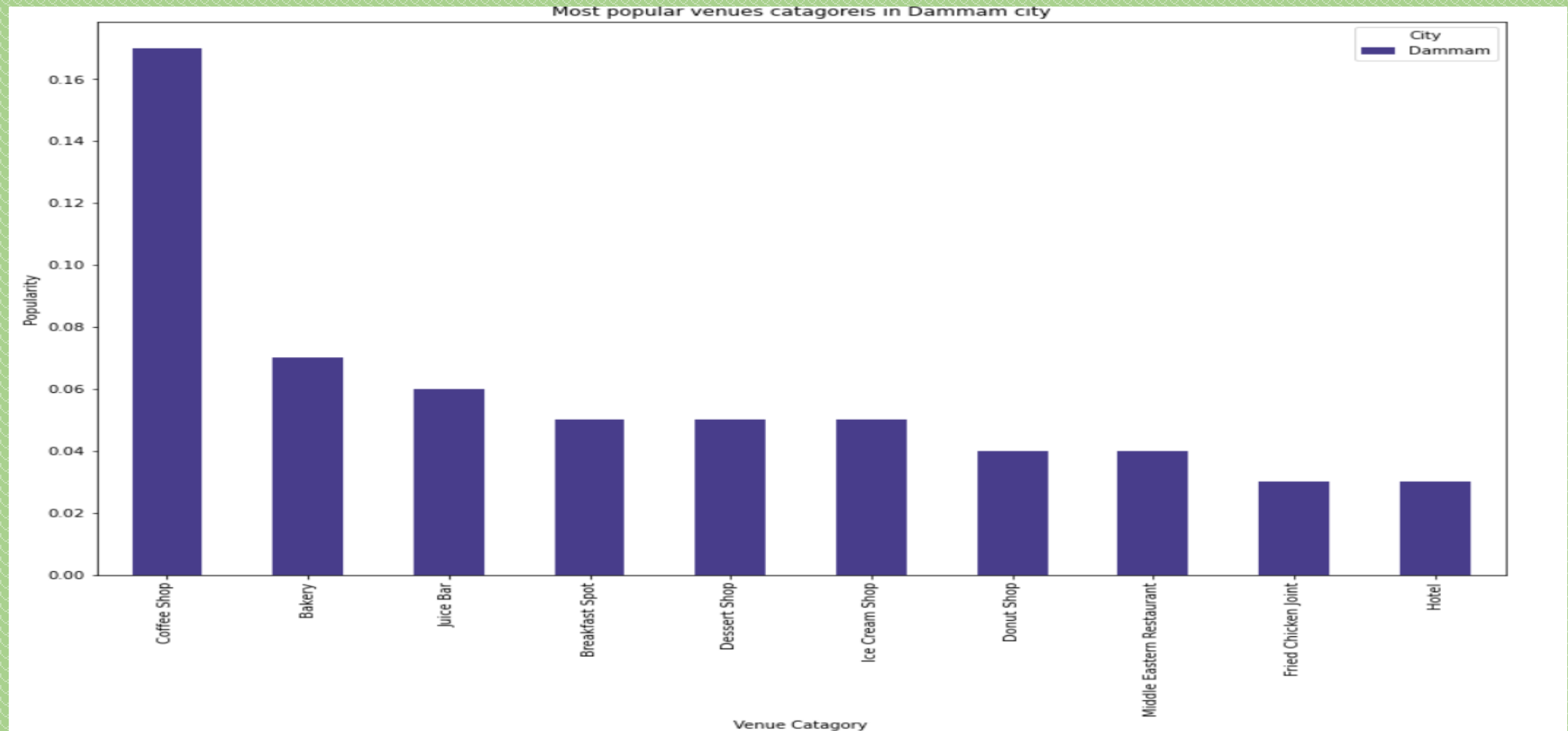
Exploring cities for most popular venues

- The purpose of the exploration is to answer two main questions:
 - Where do people spend their time?
 - What are they looking for?
- Those questions are critical as a starting point for someone who is interested in owning a business or investing in one.
- One of the main goals under Saudi Arabia 2030 vision is to encourage and attract investors locally and globally to invest their money and start their business in it.
- Riyadh, Jeddah and Dammam are three major cities that are reach with opportunities due to their location, population, and importance.

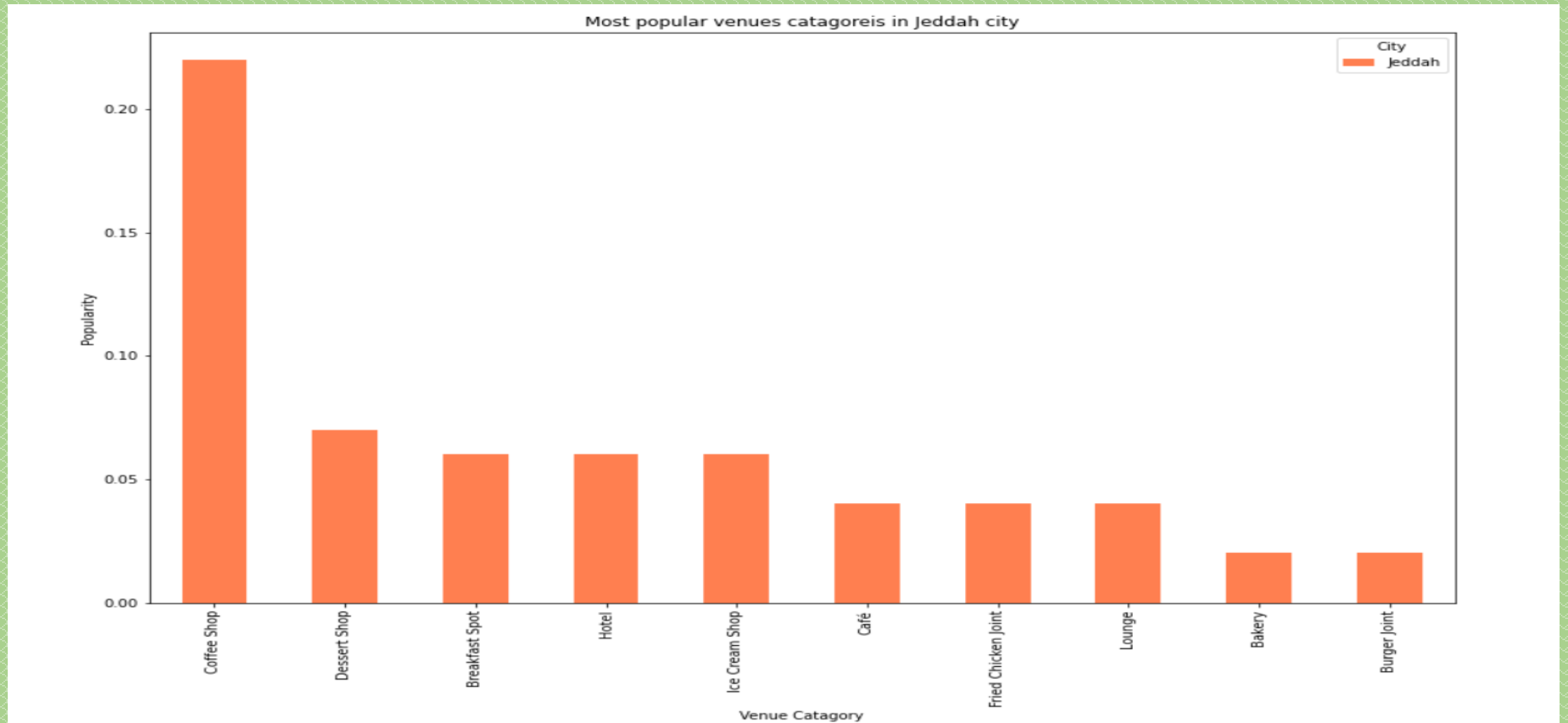
Data acquisition and cleaning

- Venues and their related information such as category and location was obtained through Foursquare API.
- The obtained data had missing and inconsistent values related to the city information, which was replaced by a single value either.
- Extracting and keeping only related information.
- Out of 22 features, only five were needed: Venue name, Category, Latitude, Longitude, and the City.

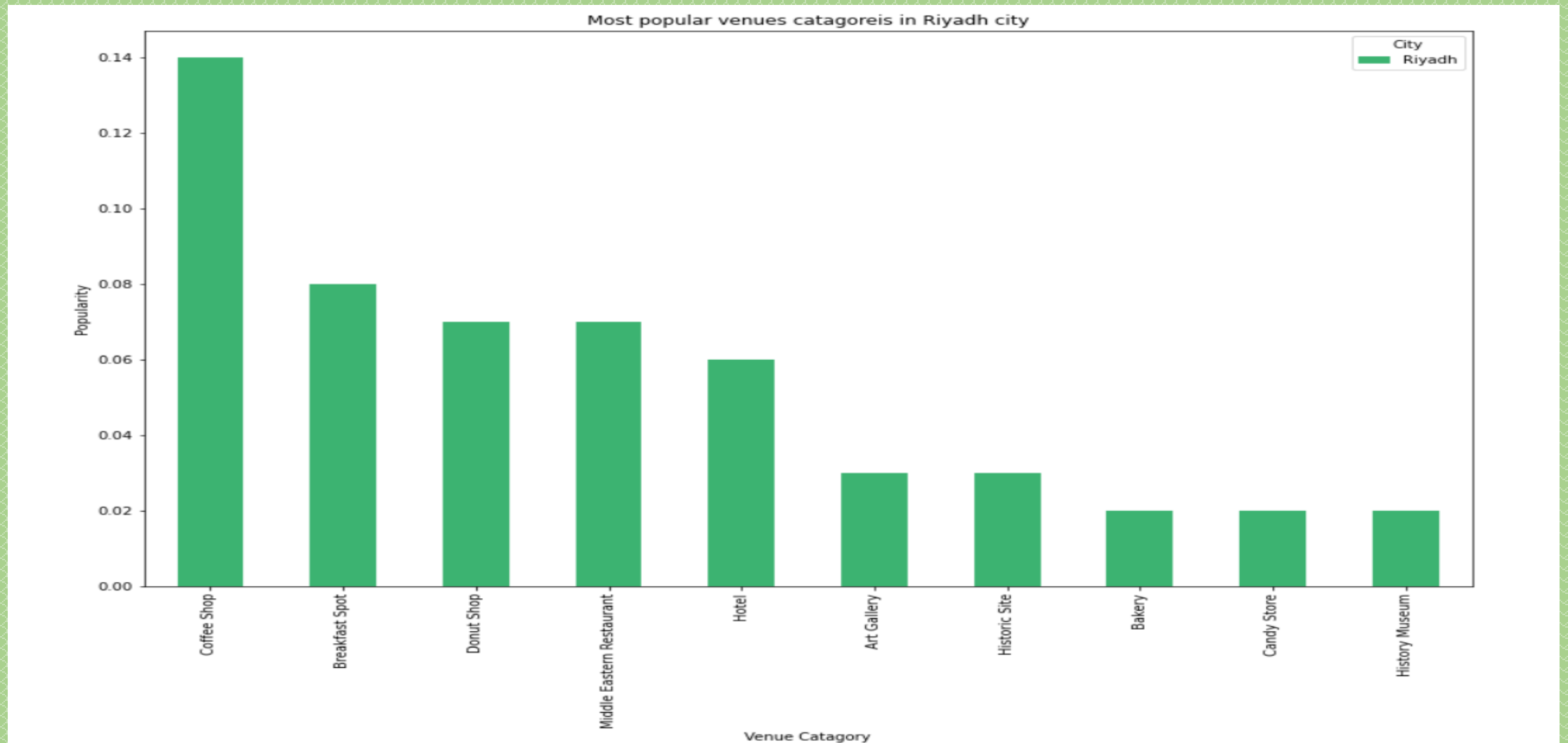
Popular places in Dammam



Popular places in Jeddah



Popular places in Riyadh



Observations and findings

- Coffee shops are the most popular across all three cities.
- Riyadh has some unique categories that are among the top 10 popular places: historic sites, history museums, and art galleries. This can be a main contribution in having hotels as one of the top 5 popular venues.
- Jeddah and Dammam are very similar due to having many common categories.
- Previous charts shows that the most attractive city to stay in is Jeddah, and the lowest is Dammam. This is shown by looking at the **Hotels** ranks; forth in Jeddah, fifth in Riyadh, and tenth in Dammam.