

## PROBLEM STATEMENT

Due to its central geographic location and generally welcoming climate, Dubai is known for its international atmosphere. It is home to close to 2.5 Million expatriates who make up 90% of the total population [1] and it hosts close to 15 Million visitors per year [2]. In addition to its multi-cultural population and capital flows, Dubai is becoming well known as a destination of choice for great food. It is a place where people can rest and try the best of each culture, either while they work here temporarily, or if they are just passing through.

The mission of this project is to use Foursquare location data and regional clustering of venue information to determine what might be the 'best' neighborhood in Dubai to open a restaurant. As a westerner who has a passion for good Mexican food, I have found that there is not a lot of selection in the region. This is supported by the fact that a review of Foursquare venues reveals zero Mexican restaurants listed on the site.

My proposal, then, is an analysis of the neighborhoods in Dubai for the consideration of opening a new Mexican restaurant. The objective is to have a location that is within one of the more reasonable rent zones, but also within a close enough range (5km) to a 'high' rent zone. The assumption that proximity to high rent neighborhoods would result in takeout opportunities or provide residents an option to travel to our restaurant.

## REFERENCES

1. <https://www.dsc.gov.ae/en-us/Themes/Pages/Population-and-Vital-Statistics.aspx>
2. <https://www.statista.com/statistics/284636/visitor-arrivals-in-dubai-from-international-destinations/>