

Capstone Project

The Battle of Neighborhoods

Determining the Best Location of a Restaurant in Dubai

BUSINESS PROBLEM

There are several important factors to consider in making the decision on where to locate a restaurant business, having in mind that location can affect cost and profit, and also taking note of the fact that profit maximization is the primary goal of most businesses.

It is important to undertake a surrounding business and competitor analysis in determining the location of the business. Are businesses in the area doing well? Are people and businesses in the area affluent? What is the average income of people in the area? What types of restaurants are in the area? If, for example, there are already six Chinese restaurants in the neighborhood, it may not make business sense to establish another in the neighborhood.

If there is a night club in the neighborhood it might be expedient to situate a restaurant that caters for after hour crowd after they are done with night drinking and clubbing.

Visibility and accessibility are also vital considerations; one would want not a location in a side street with very little foot traffic and one would prefer a location accessible to car traffic, parking space should, for instance be available.

What about the cost of the space? Is it affordable? Will it sustain or consume profit? Is there enough space to accommodate your vision?

What is the crime rate in the neighborhood? You would not want crime to chase away your customers. What is the population density of the neighborhood?. What are the demographics in terms of age, gender, employment, unemployment, underemployment, income bracket? How accessible are the sources of food supply?

These questions and considerations are within the purview of location data to answer. This is precisely what this project is all about, using data to analyze, provide insight and provide solution.

I have chosen the neighborhoods of Dubai in the United Arab Emirates (UAE) as the location of this project. Dubai is a very safe city and the UAE is grouped amongst the safest countries in the world, she finely blends her rich history of conservative tradition with a modern flourishing metropolitan culture. Seemingly the commercial nerve center of the Gulf region, Dubai is reputed as the city that attracts the most tourist dollars world-wide. Tourism has curated an increasing mix of Middle Eastern custom with Western savor. She has a very high restaurant footprint, surpassed by only Paris; making the restaurant business very competitive, yet the city still offers abundant untapped potentials in the industry.

TARGET AUDIENCE

This project is for investors who are looking for prospects to invest in the Restaurant business . The information here, though targeted at restaurant business are also useful for other businesses.

Startups would find this information also invaluable.

Data scientist, particularly beginners will gain insights into the application of data science to solving real life problem.