# A Dashboard of the Popular Establishments In South Africa's Three Capital Cities

# INTRODUCTION/BUSINESS PROBLEM

- In efforts to continuously **encourage people to explore South Africa**, this project will **develop a dashboard** that will **display popular establishments** located in the country's three capital cities: **Bloemfontein, Cape Town, and Pretoria**.

- This dashboard can be useful to the following **stakeholders**:

  - Locals

  - Tourists

  - The South African Department of Tourism

- Both locals and tourists can use this dashboard as a source of content to plan their bucket-list experiences.

- The Department of Tourism can use the dashboard to know which establishments should be featured in the Sho't Left and Discover South Africa campaigns that they run.
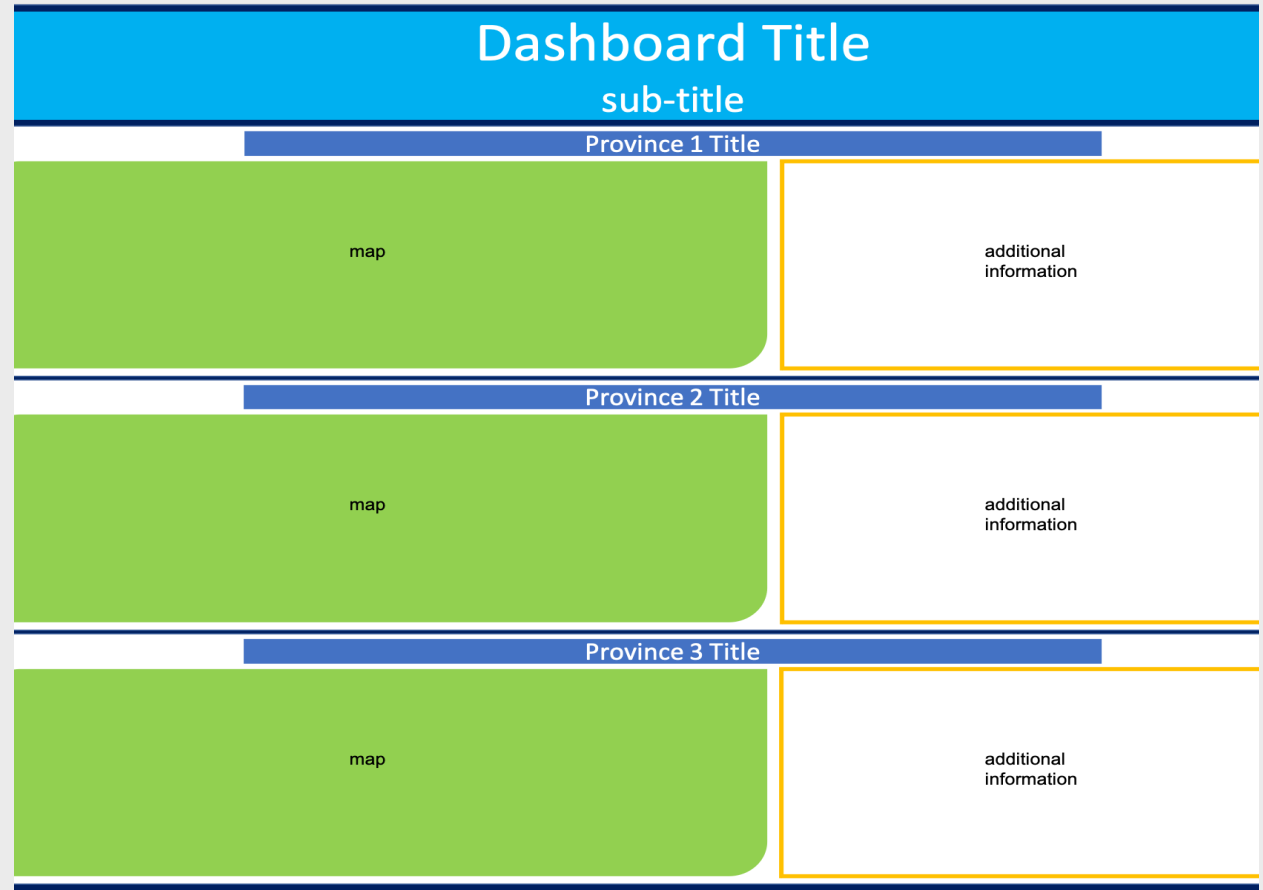
# DATA

- **Data source:** Foursquare location data

- **Data Content:**
  - names of the popular establishments
  - the category
  - address
  - geographical (longitude and latitude) coordinates
  - City
  - State
  - Country

**Table 1:** The total number of popular establishments in each capital city.

| Capital City | Pretoria | Bloemfontein | Cape Town |
|---|---|---|---|
| Number of Popular Establishments | 25 | 12 | 30 |

# DASHBOARD

- The following details of each popular establishments should be displayed when the markers on the map are clicked:
    - the establishment's name
    - the type of establishment (i.e., category)
    - the street address

- Figure 1 is an example of the expected dashboard layout, (colors are used for example purposes).



**Figure 1:** Dashboard template.

# DASHBOARD

- Figure 2 shows the first section of the dashboard which displays the **25 popular establishments** in the capital city of **Pretoria**.

- As seen **on the map** section of the dashboard, the **establishment's name** is written in bold, the **type of establishment (i.e., category)** is written in between brackets, and the **street address** is written in italics.

- The Additional Information section of the dashboard, indicates the categories of the popular establishments, of which **4** of the **popular establishments** located in **Pretoria are Burger Joints**.
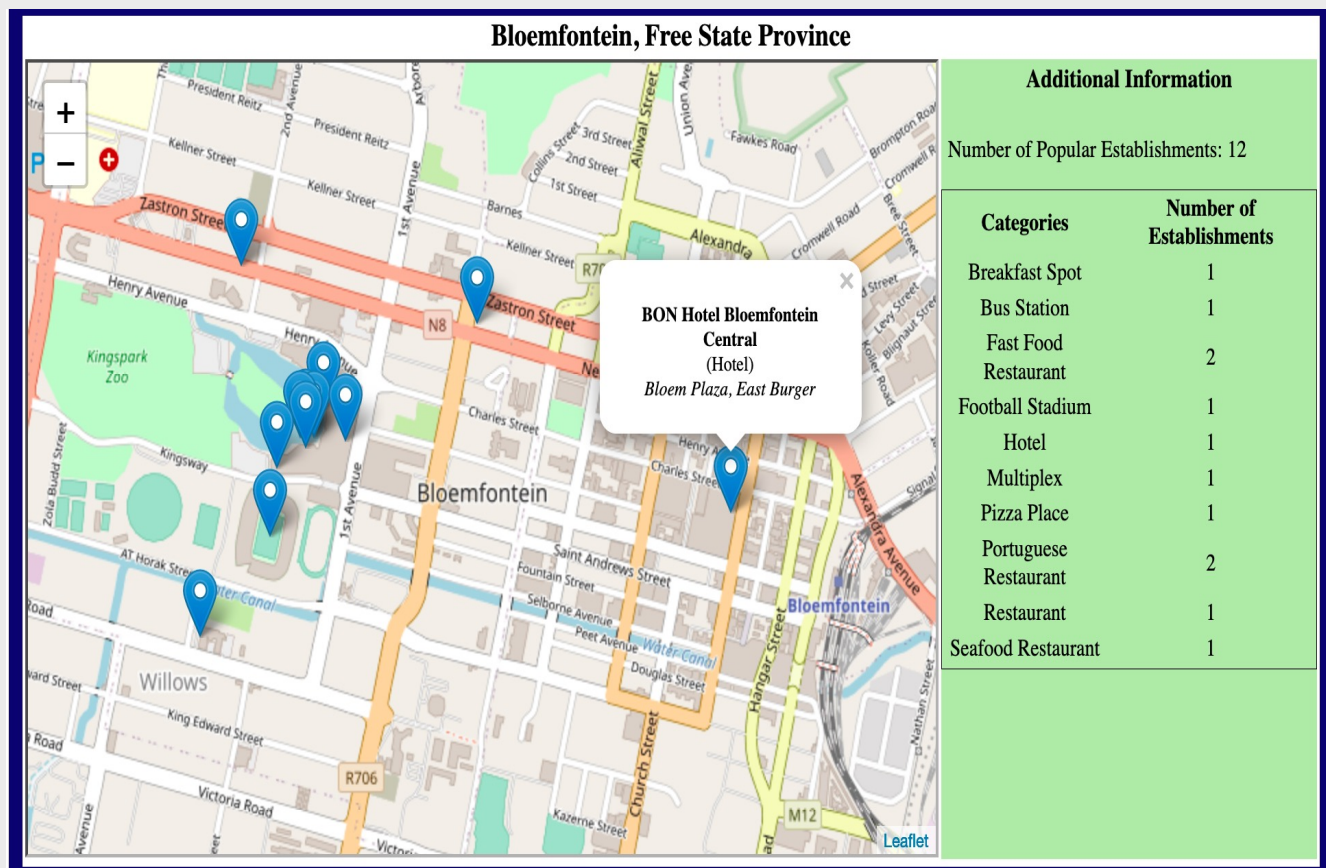


**Figure 2:** First section of the dashboard displaying popular establishments in the capital city of Pretoria.
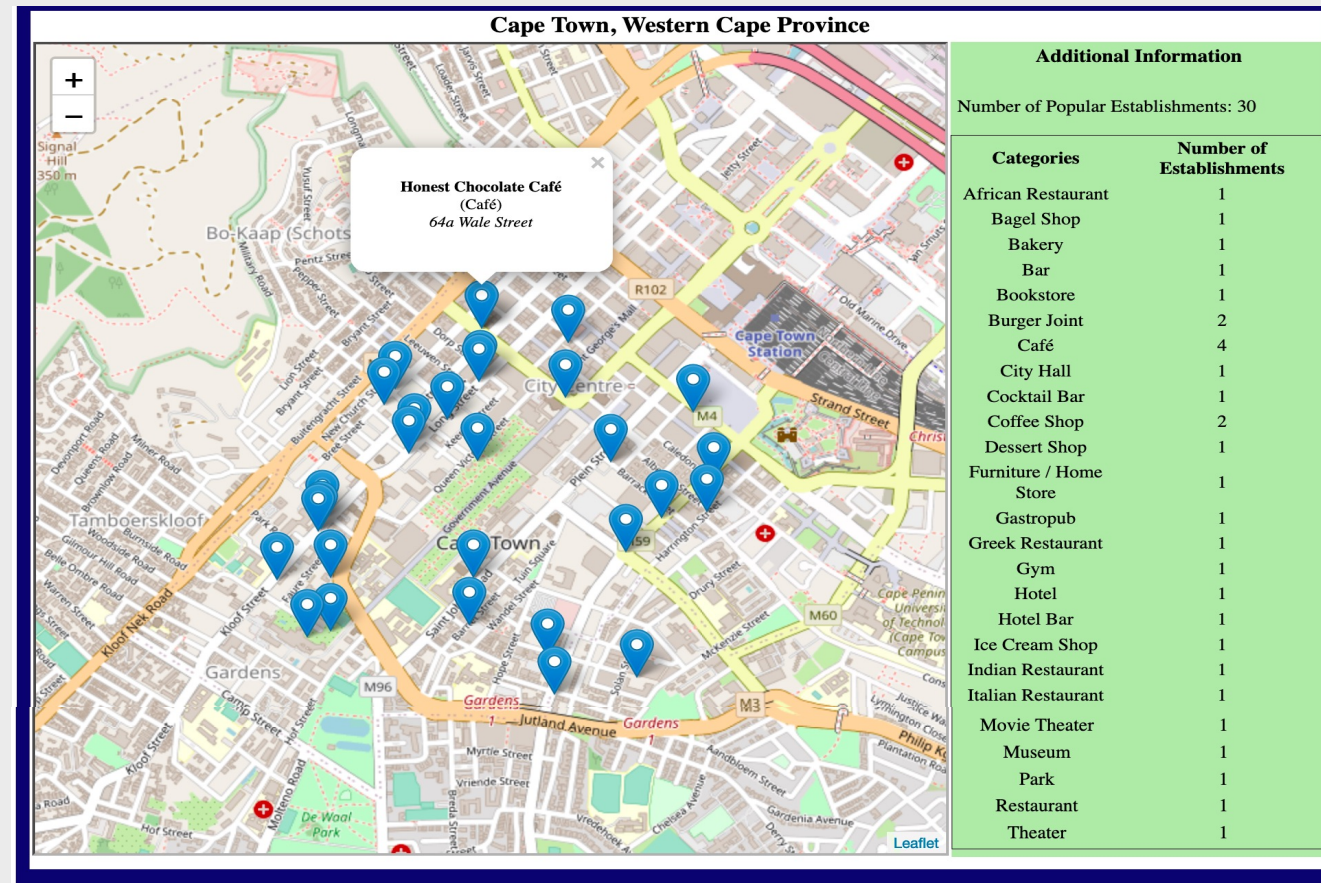
# DASHBOARD

- Figure 3 shows the second section of the dashboard which displays the **12 popular establishments** in the capital city of **Bloemfontein**.

- As seen **on the map** section of the dashboard, the **establishment's name** is written in bold, the **type of establishment (i.e., category**) is written in between brackets, and the **street address** is written in italics.

- The Additional Information section of the dashboard, indicates the categories of the popular establishments, of which **2** of the **popular establishments** located in **Bloemfontein are Fast Food Restaurants and Portuguese Restaurants**.



**Figure 3:** Second section of the dashboard displaying popular establishments in the capital city of Bloemfontein.

# DASHBOARD

- Figure 4 shows the third and last section of the dashboard which displays the **30 popular establishments** in the capital city of **Cape Town**.

- As seen **on the map** section of the dashboard, the **establishment's name** is written in bold, the **type of establishment (i.e., category**) is written in between brackets, and the **street address** is written in italics.

- The Additional Information section of the dashboard, indicates the categories of the popular establishments, of which **4** of the **popular establishments** located in **Cape Town are Cafes**.



**Figure 4:** Last section of the dashboard displaying popular establishments in the capital city of Cape Town.

# CONCLUSION

- This project has created a **dashboard** that **displays the popular establishments** in **three of South Africa's capital cities: Pretoria, Bloemfontein, and Cape Town**.

- The dashboard offers users an interactive experience by being able to **click on the markers on map** to find the **popular establishment's name, category, and street address**.

- For each capital city, users are also given **additional information** regarding the **total number of popular establishments** and the **category the establishments**.