

# A STUDY OF THE MOST COMMON BUSINESSES IN KAMPALA

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## **Introduction**

### **Background**

Kampala is the capital city of Uganda which is a third world nation. How businesses are started and which ones is determined by the financial ability of the people. As a young person, there are more youths with little money that they can use to start a small business. Those businesses can grow into bigger or fancier places where the elite of the city can meet and have a good time. The question is though, which business does have a good chance of being successful?

### **Problem**

Given that most of the people do not have a lot of money, What business should one invest in? The most common businesses in Kampala can help us answer that question so that a person who has little of it can know where success will be found.

Using the data from foursquare, we can be able to get the most popular businesses and the wide variety of the categories that many people have ventured in. We can also get information about their locations and how close the competitors are to each other. Maybe, that will give us a clue of where we can put the businesses.

Given that the data cannot give us more details about the places, we can explore the variety of the different niches of businesses to figure out the best possible variety or specialization we should use.