

# 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.

### Data

From the foursquare data, I got columns that are:

1. Name
2. Categories
3. Longitude
4. Latitude

Considering that this is from Kampala, I had to add information about Kampala, that is the name, its longitude and latitude.

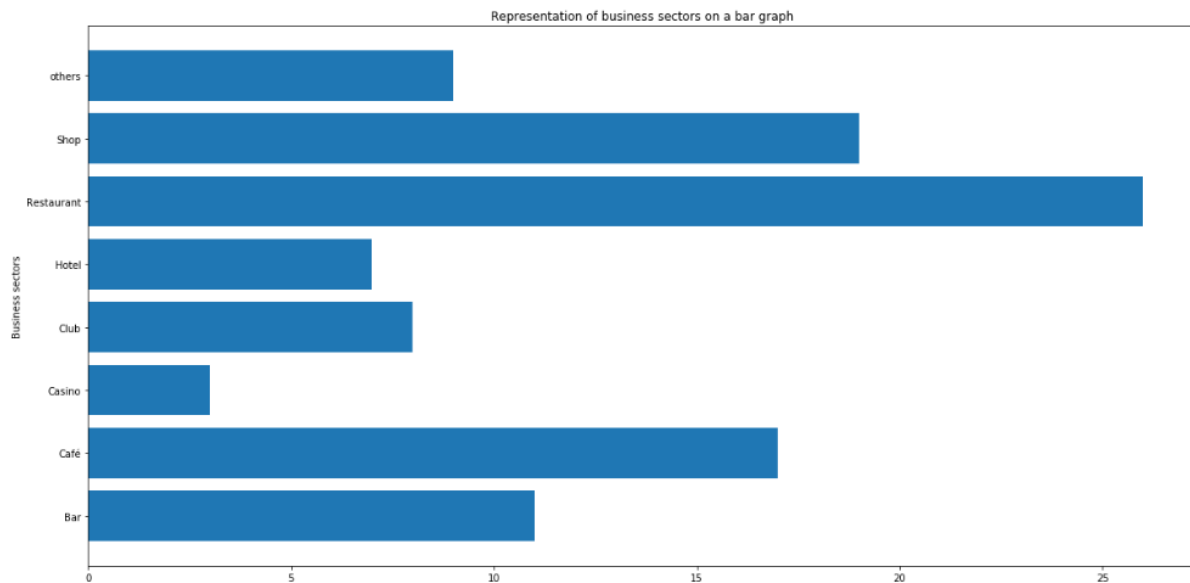
I managed to get 100 observations and 7 labels.

Next, I represented the information on the map.

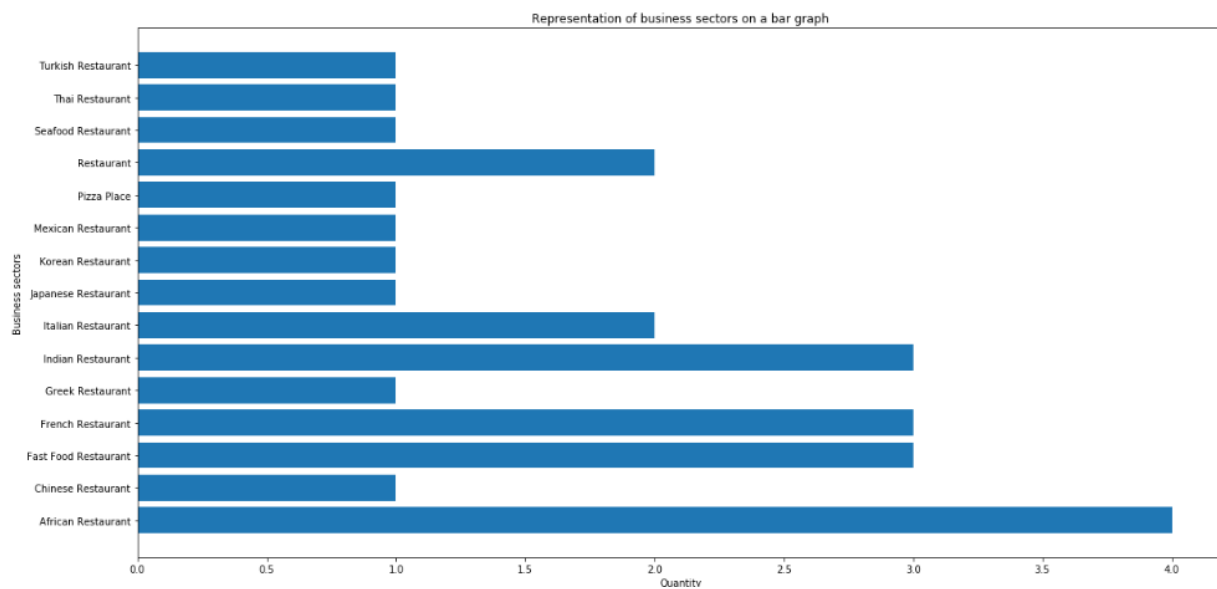
Given that the categories are too specific, I had to get the main sectors of the data which are; restaurant, shops, cafes, hotels, bakery, club, and casino and others.

From that data, we see that that 26% of the observations are restaurants, 19% are shops and 17% are cafes.

The most common businesses are restaurants which means we can further study them.



For restaurants, we get to see a further divide according to the categories.

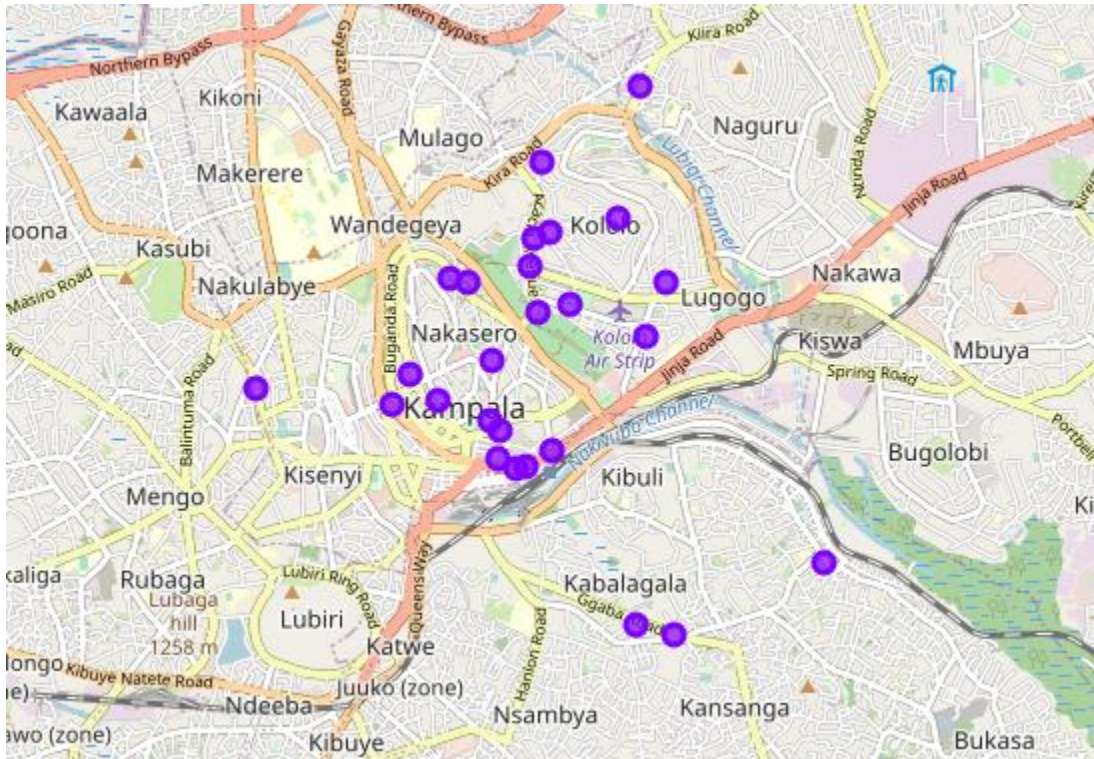


The most common restaurants are:

1. African restaurants

2. Fast food restaurants
3. French restaurants
4. Indian restaurants

We can further see how spread out these restaurants are:



## Conclusion

From the data we see that those that specialize in a specific cuisine are the most popular. We also see that fast food restaurants are doing well too.

Some notes to take are:

1. In order for one to start a restaurant, you must have a specific cuisine to take on with the African cuisine the most preferred route.
2. Keep away from residential places like Nakasero Hill. Although these places are very high end, people avoid them probably because the rent is too high and there is little foot traffic.
3. Being along a main road is also the preferred route.

4. You can set up a restaurant anywhere even near you competitor but it is better to spread away from other restaurants too but not that far.