INTRODUCTION

We are a marketing company located in Dubai, UAE. We toke the exclusive rights to use Dubai metro stations to advertise our customers.

PROBLEM

As our focus group is local business owners and venues, we need to define our target customers based on their location near every metro station.

Not all the metro stations areas are similar to each other's when we check its business hot areas, as some areas have more hotels, other areas have shopping malls or parks ... etc.

ASSUMBTION

We will use some open datasets and APIs to collect data about metro stations and the nearby venues and targeted customers.
Once we have our data ready, we will start categorizing the venues to reduce the number of business areas categories.
Finally, we will define the top business categories in each area to ease the process of planning our marketing campaigns.