# THE BEST BUSINESS DESTINATION

Dubai or Kuala Lumpur

*Presentation prepared by: Arunjith M | arunjithece@gmail.com*

# Overview

- This presentation is prepared for completing the certification process of Coursera-IBM Certified Data Science Professional Certification.
- A business context is prepared, data collected, coded and results were analysed.

# Introduction

- AmerCave Group, a US based business entity is starting to spread its wings in East Asia and Middle East
- The dilemma is in selection of locations for American restaurant and a shopping mall

# Objective

- Analyse the best locations and conclude a location for shopping mall – Dubai or Kuala Lumpur
- Analyse the best locations and conclude a location for American restaurant– Dubai or Kuala Lumpur
- Ensure the location is within 2 kilometers of city limits in both cities

# Intended Audience

- Any business entity that have a business acumen and ready to start a business either in Middle East or in East Asia

- Anybody who is interested in Data Science, who wants to scrap data and analyze those to gain insights & extract meaningful information

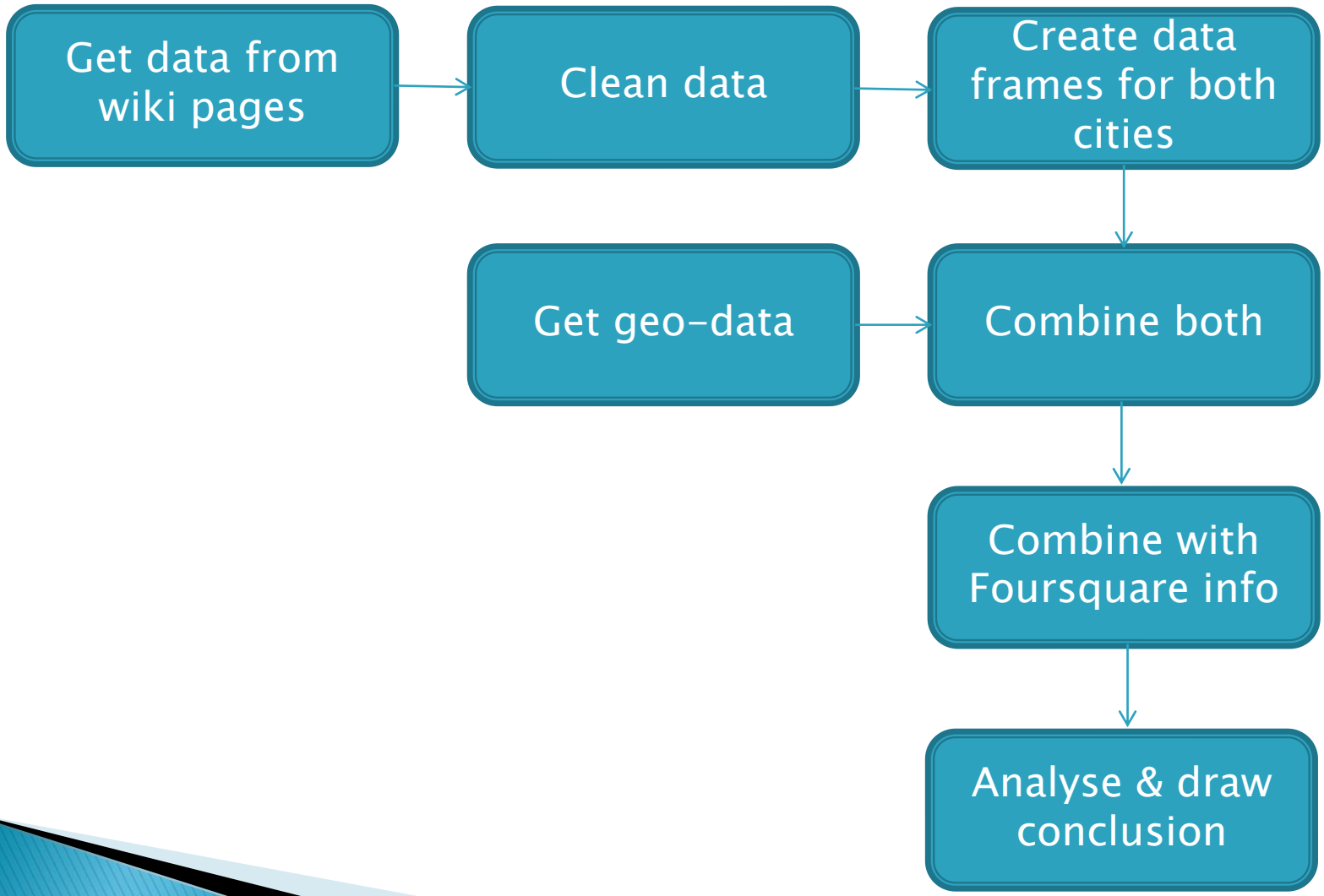
# Data Sources

- Wiki information of neighbourhoods of Dubai and Kuala Lumpur
- Geo-data (latitude & longitude) information pertaining to both locations available from Foursquare API

# Programming & Tools used

- Language – Python
- Version – Python 3.6
- Tools – Jupyter Notebook, IBM Watson Studio
- Repositories – Github
- Clustering – KMeans

# Project flow



# Result

- The final results were captured into a dataframe and looks like this

| | Cluster 0 | Cluster 1 | Cluster 2 |
|---|---|---|---|
| KL_ShoppingMall | 0.38 | 0.51 | 0 |
| KL_AmericanRestaurant | 0 | 0.04 | 0 |
| DXB_ShoppingMall | 0.27 | 0.42 | 0.14 |
| DXB_AmericanRestaurant | 0 | 0.37 | 0.14 |

# Scope Improvisation

- Project can be extended by bringing in more factors like
  - Population densities of locations in every cluster
  - Analysing number of nationalities in every locations
  - Economic conditions of each locations
  - Development indexes like GDP analysis etc

# Conclusion – Shopping Mall

- High density of shopping malls in cluster 0 and cluster 1 locations in Kuala Lumpur.
- High density of shopping malls in all clusters of Dubai.
- Shopping mall to be started in any of locations of cluster 2 in Kuala Lumpur to grab new business opportunities

# Conclusion – American restaurant

- No scope of American restaurant business in Kuala Lumpur as there are few only.
- High density of American restaurants in cluster 1 & 2 locations in Dubai.
- American restaurant to be started in any of locations of cluster 0 in Dubai.

# Thank You !