**Coursera Capstone Project – IBM Data Science Professional**

**Introduction/Business Problem**

Dubai has been among one of best tourist places over the years and a lot of people from all over the world visit Dubai throughout the year. Being a tourist place, there are already many restaurants and hotels located in different neighborhoods across the city. When a new business owner wants to open say a Mexican restaurant, he needs to find out which place would be the best to open a restaurant/hotel based on several factors like low cost, high market, low competition etc. Being close to high rent centers would also benefit the business. All these factors play a crucial role in the success of the business and needs to be carefully considered. Stakeholders of this project would be any business owner who is looking to open a Mexican restaurant or hotel in Dubai. Similar techniques or analysis can also be applied for different countries or cities and also for different types of restaurants/hotels in the same city, given the data for that city is available or can be aggregated from multiple sources.

**Data**

The data is a csv file obtained from a combination of different sources and has been obtained online from people who worked on similar projects. It includes data about Avg Rent Per unit, Z-Score, Distance from Palm, Distance from Zabeel, Distance from Jumeirah, Latitude and Logitude of different neighborhoods in Dubai.

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**Methodology**

**Data Analysis**

If you look at the dataset you can see that the 3 highest rent neighborhoods are Zabeel, Zumeirah, Paul Zumeirah. The six neighborhoods with reasonable rent and close proximity to high rent areas are AI Sufouth, DIFC, Business Bay, Jumeirah Lakes Towers, Barsha Heights, Emirates Living, Dubai Marina. So these neighborhoods has been focused. Using clustering techniques, it was observed that Mexican is not the top 5 common venue type of restaurants/hotels in any of the 6 neighborhoods mentioned earlier.

Doing further exploratory analysis like number of hotels and restaurants in each of these 6 neighborhoods tells us that Barsha heights or DIFC would be best neighborhoods to open a restaurant.

**Conclusion**

DIFC is best compared to Barsha heights as it is more popular being to close to many high rent centers.