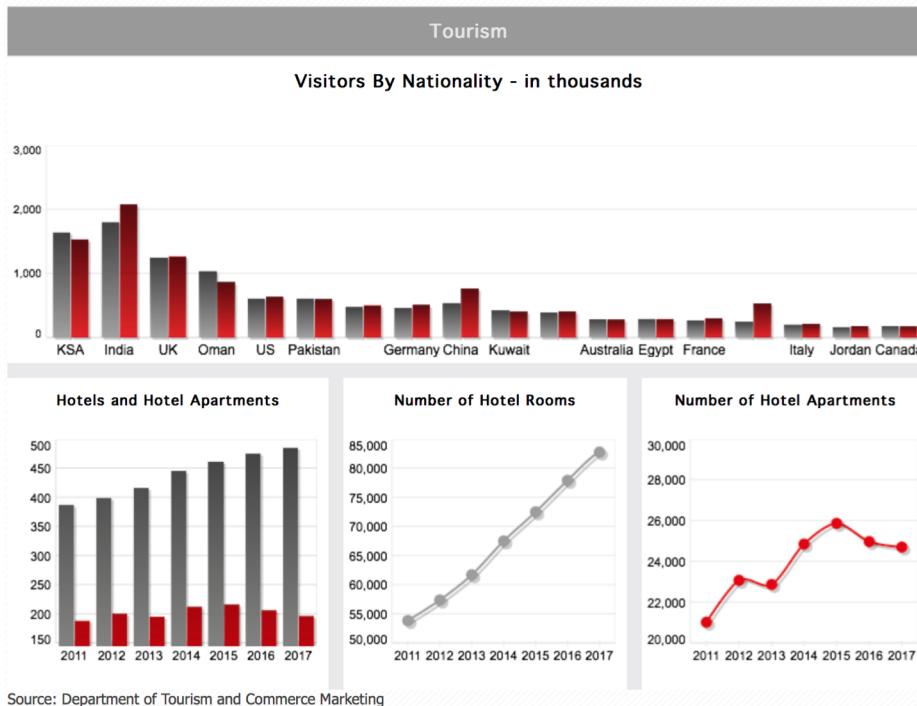


Problem statement

Due to its central geographic location and generally welcoming climate, Dubai is known for its international atmosphere. It is home to close to 2.5 Million expatriates who make up 90% of the total population and it hosts close to 15 Million visitors per year.



Question: if we were to consider an investment opportunity to open a restaurant, where would be the best place to do it?

Elements to consider:

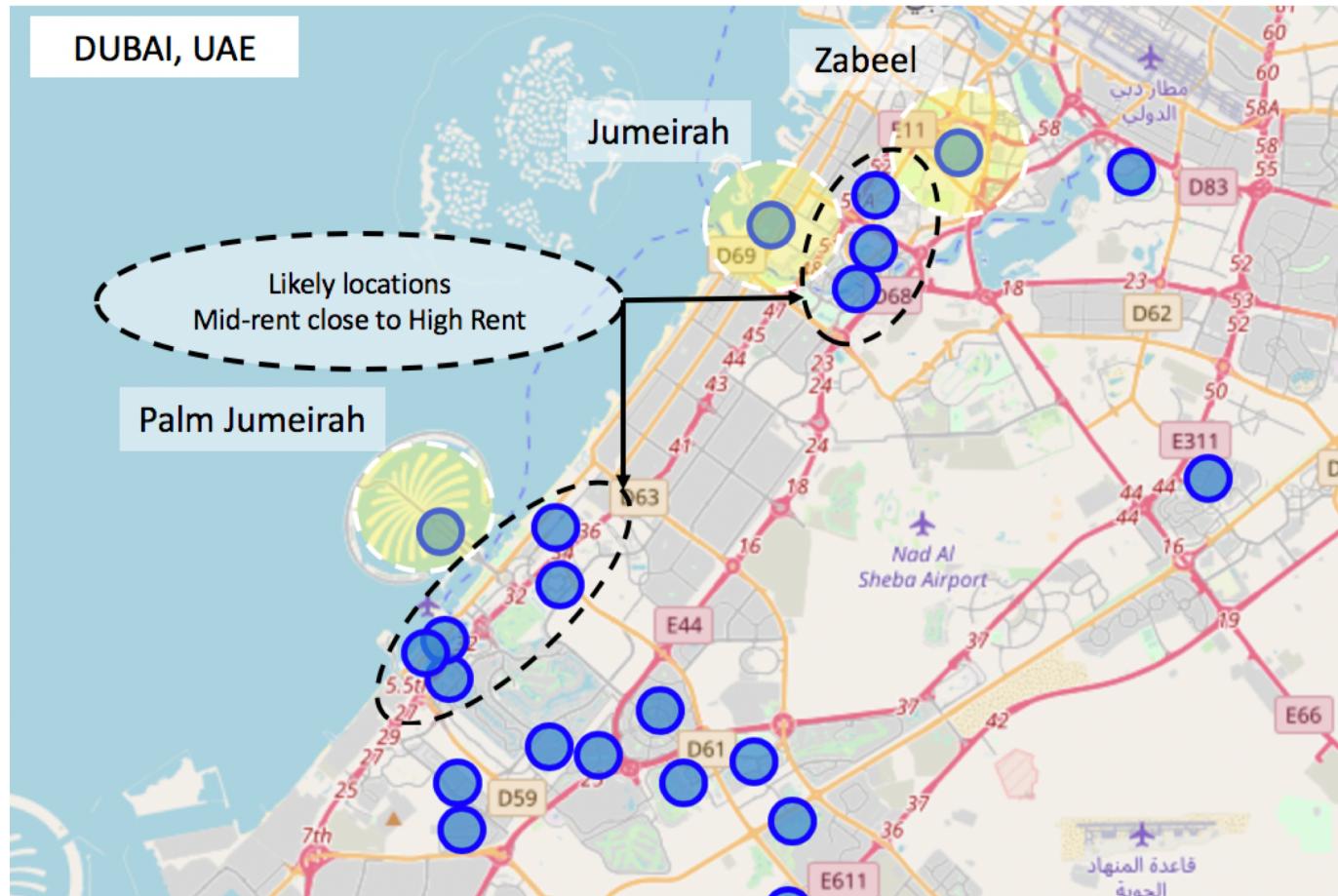
- Average rents by neighborhood
- Ratio of Hotels to Restaurants
- Proximity to 'high rent' neighborhoods

Preliminary Analysis:

Average rent by neighborhood and location

| Average Distance from High Rent Areas | | | | | | | | Low Rent Avg |
|---------------------------------------|-------------------|---------|--------------------|----------------------|------------------------|----------|-----------|--------------|
| Neighborhood | Avg Rent Per Unit | Z-Score | Distance from Palm | Distance from Zabeel | Distance from Jumeirah | Latitude | Longitude | |
| Discovery Gardens | 44,672 | -1.53 | 8.18 | 26.15 | 20.73 | 25.039 | 55.1445 | |
| Dubai Silicon Oasis | 54,417 | -1.30 | 24.96 | 13.31 | 16.39 | 25.1279 | 55.3863 | |
| Jumeirah Village Circle | 60,068 | -1.17 | 9.16 | 20.56 | 16.13 | 25.0602 | 55.2094 | |
| Dubai Sports City | 62,753 | -1.10 | 11.36 | 22.32 | 18.28 | 25.0391 | 55.2176 | |
| Remraam | 67,284 | -0.99 | 16.71 | 25.27 | 22.27 | 25.0014 | 55.2508 | |
| Al Furjan | 73,648 | -0.84 | 9.70 | 27.28 | 22.02 | 25.0252 | 55.1459 | |
| Jumeirah Village Triangle | 82,014 | -0.64 | 8.87 | 22.78 | 18.04 | 25.0473 | 55.19 | |
| Motor City | 83,876 | -0.60 | 12.61 | 20.90 | 17.42 | 25.045 | 55.2397 | |
| Damac Hills | 94,630 | -0.34 | 16.40 | 22.41 | 19.37 | 25.0275 | 55.2524 | |
| Al Sufouh | 95,804 | -0.31 | 0.70 | 17.88 | 12.02 | 25.1134 | 55.1762 | |
| DIFC | 105,183 | -0.09 | 17.86 | 3.02 | 3.57 | 25.2106 | 55.2794 | |
| Business Bay | 105,682 | -0.08 | 15.61 | 5.55 | 3.45 | 25.1832 | 55.2729 | |
| Jumeirah Lakes Towers | 106,352 | -0.06 | 4.80 | 23.80 | 18.03 | 25.0693 | 55.1417 | |
| Barsha Heights | 111,804 | 0.07 | 4.10 | 19.08 | 13.48 | 25.097 | 55.1776 | |
| Emirates Living | 114,422 | 0.13 | 7.82 | 23.43 | 18.36 | 25.0496 | 55.174 | |
| Dubai Marina | 115,236 | 0.15 | 3.55 | 23.02 | 17.12 | 25.0805 | 55.1403 | |
| Dubai Investments Park | 116,379 | 0.18 | 15.30 | 30.13 | 25.71 | 24.979 | 55.1762 | |
| Jumeirah Beach Residence | 143,520 | 0.83 | 3.97 | 23.75 | 17.82 | 25.0769 | 55.1341 | |
| Dubai Festival City | 151,341 | 1.02 | 25.23 | 5.60 | 11.81 | 25.2171 | 55.3614 | |
| Downtown | 153,546 | 1.07 | 16.77 | 4.19 | 3.41 | 25.195 | 55.2784 | |
| Zabeel | 176,213 | 1.61 | 20.84 | 0.00 | 6.57 | 25.2231 | 55.3061 | |
| Jumeirah | 180,180 | 1.71 | 14.59 | 6.57 | 0.00 | 25.2016 | 55.2453 | |
| Palm Jumeirah | 204,430 | 2.29 | 0.00 | 20.84 | 14.59 | 25.1124 | 55.139 | |

Initial Mapping of Neighborhoods



Focus on 'mid-rent' centers
in proximity to 'high-rent' centers

- **Al Sufouh**
- **Barsha Heights**
- **Business Bay**
 - DIFC
- **Dubai Marina**
- **Jumeirah Lake Towers**

Secondary Analysis:

Elimination of neighborhoods with low traffic or high competition

Total Venue Count

'Venue Type' =
Restaurant/Hotel

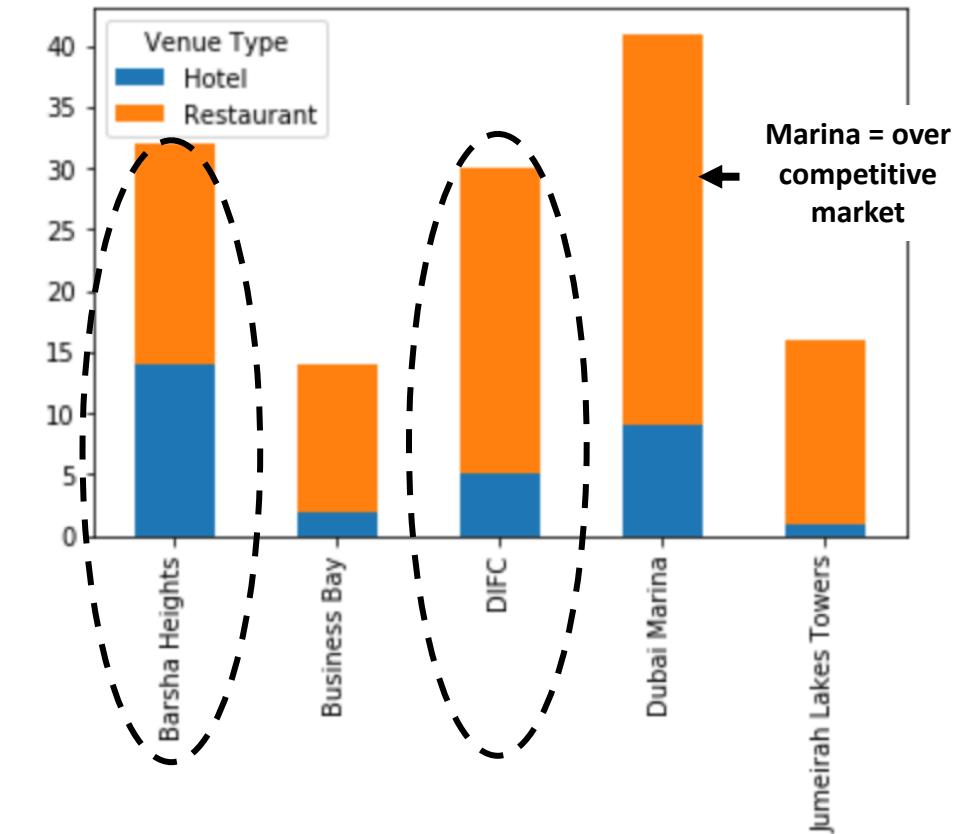
Split by Venue Type/Neighborhood

| neighborhood | Total Venue Count |
|-----------------------|-------------------|
| Al Sufouh | 5 |
| Barsha Heights | 62 |
| Business Bay | 22 |
| DIFC | 75 |
| Dubai Marina | 98 |
| Jumeirah Lakes Towers | 33 |

= preferred scenario

i.e. high volume of venues, high
volume of hotels & low volume of
restaurants

| neighborhood | Venue Type | Count |
|-----------------------|------------|-------|
| Barsha Heights | Hotel | 14 |
| | Restaurant | 18 |
| Business Bay | Hotel | 2 |
| | Restaurant | 12 |
| DIFC | Hotel | 5 |
| | Restaurant | 25 |
| Dubai Marina | Hotel | 9 |
| | Restaurant | 32 |
| Jumeirah Lakes Towers | Hotel | 1 |
| | Restaurant | 15 |



Final selection:

Benefits analysis of Barsha Heights vs. DIFC

| neighborhood | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue |
|-------------------------|-----------------------|---------------------------|---------------------------|----------------------------|-----------------------|
| 0 Barsha Heights | Hotel | Middle Eastern Restaurant | Italian Restaurant | Thai Restaurant | Hotel Bar |
| 1 Business Bay | Restaurant | Italian Restaurant | Middle Eastern Restaurant | Hotel | Tapas Restaurant |
| 2 DIFC | Hotel | Italian Restaurant | Restaurant | Indian Restaurant | Asian Restaurant |
| 3 Dubai Marina | Hotel | Middle Eastern Restaurant | Italian Restaurant | Asian Restaurant | Restaurant |
| 4 Jumeirah Lakes Towers | Italian Restaurant | Vietnamese Restaurant | Theme Restaurant | Modern European Restaurant | American Restaurant |

Barsha Heights:

- (+) High Volume of Hotels
- (+) Low Volume or Restaurants
- (+) Proximity to Palm Jumeirah
- (-) Lower frequency of Venues total
- (-) Not as well known

DIFC

- (+) High Volume of Hotels
- (+) Well known for Restaurants
- (+) Proximity to 3 'High rent' districts
- (-) Increased competition
- (-) Higher rent than Barsha Heights

Mapping of Final Selection - DIFC

