

Battle of Communities

Exploring Dubai - A Data Science Problem

1. Introduction: Business Case

Dubai, the city where I have been living in for five years now, is the most populous city in the UAE. Located in the eastern part of the Arabian Peninsula on the coast of the Persian Gulf, Dubai aims to be the business hub of Western Asia. It is also a major global transport hub for passengers and cargo. According to government data, the population of Dubai is estimated at around 3.38 million as of January 2020.

A lot of international restaurant chains operate in Dubai and the business is booming. This promises tremendous opportunities to the potential new investors to try their fortune in this sector. This report would analyze restaurants situated in most populous communities of Dubai, their categories and would provide recommendations to potential investors on the genre of the restaurant they should think of opening in a certain locality.

Dubai is divided into various communities each having their individual community number. We will go through the steps that I have taken for creating this report; from data acquisition, wrangling and cleansing of data, performing exploratory data analysis, using Folium and Matplotlib libraries to create maps and graphs for visualization, and then finally coming up with results and conclusions.

Target Audience

Who would be interested in reading this report?

- Potential investors who would like to open a new restaurant in Dubai. This report would provide comprehensive guidance to such people.
- Customers who would like to see what dine out options they have available in a certain community close to them.
- Fellow data scientists who would like to use the analysis provided in this report to refine the results and further build models to support decisions and create stories out that data.