

1. Discussion and Background of the Business Problem:

Coffee shop

Introduction Section

This final project explores the best locations for coffee shop throughout the Dubai city. Dubai 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. A center for regional and international trade since the early 20th century, Dubai's economy relies on revenues from trade, tourism, aviation, real estate, and financial services. With its diverse culture, come diverse food items. In another hand, the coffee shop has become a promising business, especially in an emergent business city like Dubai. The objective of this project is to find the best neighborhood to open a coffee shop by avoiding highly competitive market.

In this project, two criteria will be considered:

1- Minimum coffee shop in the area to minimize competition 2- Population density to maximise profit.

Target Audience

- Business investor who wants to open a coffee shop.
- Budding Data Scientists, who want to implement some of the most used.
- Exploratory Data Analysis techniques to obtain necessary data, analyze it and, finally be able to tell a story out of it.

Problem Statement

1. What is the best location for a coffee shop in Dubai city?
2. In what Neighborhood should I open a coffee shop?

