

# Movie Theaters in Riyadh

## **Introduction**

Recently businesses were allowed to open movie theater in Saudi Arabia. Since this is a new business stream in Saudi Arabia it is difficult to decide where to open a new movie theater. It was decided to use the available Foursquare data about restaurant ratings in Riyadh. To find out the best desired location among people to hang out to open the new movie theater.

## **Objectives:**

The information will be in the form of locations of existing entertainment areas such as restaurants, shops. . etc that will provide a deterministic view of the places that is more popular for people to hang out there.

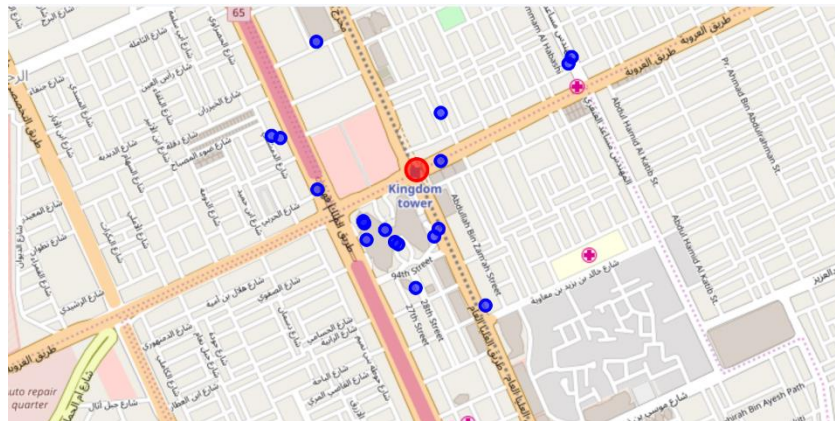
The next step will be to find an optimal location for the movie theater to be set up so that it will be a successful venture. Will not have to face the extensive competition due to previously established businesses.

## **The Data**

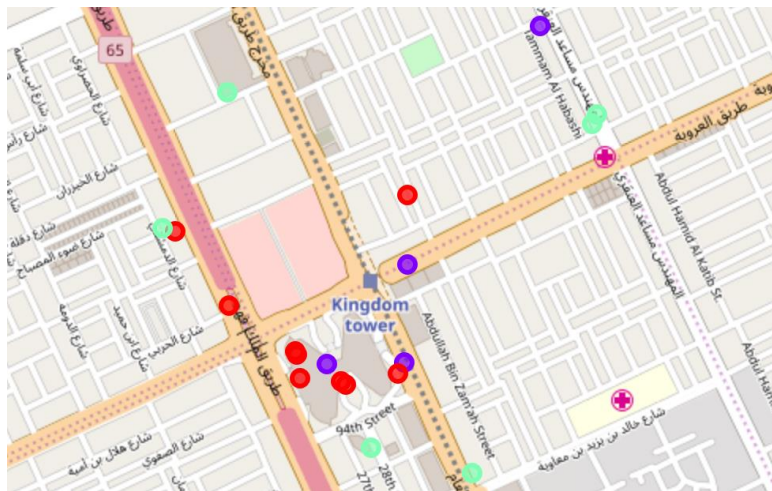
The data that is going to be used is the data available from Foursquare for rating the restaurants.

## Analysis of the data:

The following map were generated after the data were extracted from Foursquare for the best rated restaurants,



The following map were generated after clustering the restaurants according to the ratings



## Discussion

The maps showed that according to the clustering results, there are three potential areas for building the movie theater.

## **Conclusion**

The stakeholder's problem is resolved. Stakeholder wants to find the best place to build a new movie theater in Riyadh, and the factors of "best location" is based on the number of venues in eating around the location. Stakeholder also provides. Content-based filtering machine learning technique is the most suitable method to resolve the problem.

The map shows that the center where the red dots located is the best location.