

# New Implementation of a Delivery Service for Russian Food in Dubai

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# 1. Executive Summary Business Task

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Dubai is still a growing and prosperous city with 190+ different nationalities. The biggest communities are Indians, Pakistanis and Philippines. However, also Russians have a significant portion of expats living here in the UAE. The Russian community is divided into two segments. First segment are VIP's and the second segment are businesspeople and businessowners. However, what them unites is the love for Russian food. Additionally, to Russians a lot of other people in the office like to eat such delicious freshly prepared finger food. The task is to gather and identify possibilities for a delivery lunch/food services for mainly the Russian food loving community here in Dubai. The business task that needs to be solved is providing stressable data for deciding on where the head quarter shall be for the delivery service and where are the important neighborhoods for delivery.

This primary user for this report is an entrepreneur and a Subject Matter Expert (SME) in Russian Food and Russian Bakery. The SME should get a good overview where it makes sense to start this delicious journey.

Following questions shall be answered:

- How many venues for food delivery services are in Dubai?
- What categories of food are delivered?
- Where are the main hub for food delivery?
- How many "traditional" restaurants are around?
- How many "Russian" restaurants are around?
- How many "Russian" delivery services are in Dubai?
- Where are they located?
- What are they are offering?
- What are the key economic indicators for these areas?
- What is the ratio of business vs. residency in these areas?
- How do those key economic indicators compare to Dubai?
- What are the predictive volume of potential customers in the areas?

## About Dubai

Dubai became a magnet for the entire world because of the fast pace of being a vibrant hub in the Middle East. More liberal than other countries while never forgetting where the roots are. Since 19070 where the city has around 50,000 residents until 2020 where meanwhile 2.9 M people are living in Dubai. Est. 20% are local Emiratis and the rest are Expats from all over the world with approx. 190 different nationalities. Russia and former Soviet Union countries contributes around 65,000 people to Dubai. Because of the nature of these different nationalities you can find almost every international cuisine in Dubai. If you want to do a world tour on international food come to Dubai. Every nation showcases their food and of course always from their best side. Apart from Tourism, Dubai is a business hub for trading. The strategic placement between South East Asia, Africa and Europe makes Dubai a unique place for businesses. Oil and other minerals contribute since the 2017 not anymore, the major part to the GPD. However, Dubai was able to convert the Petro Dollar in values which remains also after the oil wells are gone.

## 2. Data Sources

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Sources of data included Foursquare API, the Dubai Statistic Open Data, and experiences of the author.

### Foursquare API

Foursquare is a location technology platform that provides developers with data about venues, users, ratings, and tips. The company is popular among developers and has more than 150,000 partners, including Apple, Samsung, and Twitter.

Foursquare is organized through Endpoint Groups, which include venues, users, tips, check-ins, and others. Regular endpoints include basic data like category, ID, name, and location. Premium endpoints include ratings, URLs, photos and others. Our data was collecting using the “venue” endpoint group and the “search” endpoint. Data from Foursquare can be easily pulled by using the API with linked credentials.

Site: <https://foursquare.com/>

## UAE Open Government Data

What is open government data?

Government data that is freely available for anyone to use, reuse, distribute or share with others without restrictions is called open government data. As per the UN eGovernment Survey 2018, open government data is government information proactively disclosed and made available online for all to access, without restriction.

Accessing by API or per downloaded csv file following CKAN Api

Site Search API: [http://data.bayanat.ae/api/action/datastore\\_search](http://data.bayanat.ae/api/action/datastore_search)

Site Search CSV: [http://data.bayanat.ae/en\\_GB/organization/441a400b-5ed5-414d-be82-b4e8326300ca?groups=business-registration](http://data.bayanat.ae/en_GB/organization/441a400b-5ed5-414d-be82-b4e8326300ca?groups=business-registration)

## On-the-Ground Experiences

The Author is living in Dubai for a couple of years and has a very good overview about the restaurant situation here in Dubai.

## Jupyter Notebook

The coding for this project is housed in a Jupyter Notebook, created in IBM Watson Jupyter lab and for versioning stored at Github Repository.