BEST COFFEE SHOP LOCATION IN DUBAI

FINDING THE BEST LOCATION TO START A BUSINESS CAN BE CHALLENGING AND QUITE FRUSTRATING DUE TO MANY UNCERTAINTIES.

- The first factor to think about is to avoid the contenders as possible as you can.

- Second you must consider the **Demographics** which mean what kind of people you target like shoppers, tourists, students colleges and parents.

- Finally you have to explore your **Neighboring venues** and make your choice where if you're close to, it can actually help drive your sales up more

DATA ACQUISITION AND CLEANING

- Dubai Communities and there coordinates as Geojson file from **Kaggle** website [Dubai Neighborhoods](#) .

- Popular venues along with their details using **Foursquare API** and filter the result to get only the following venues :
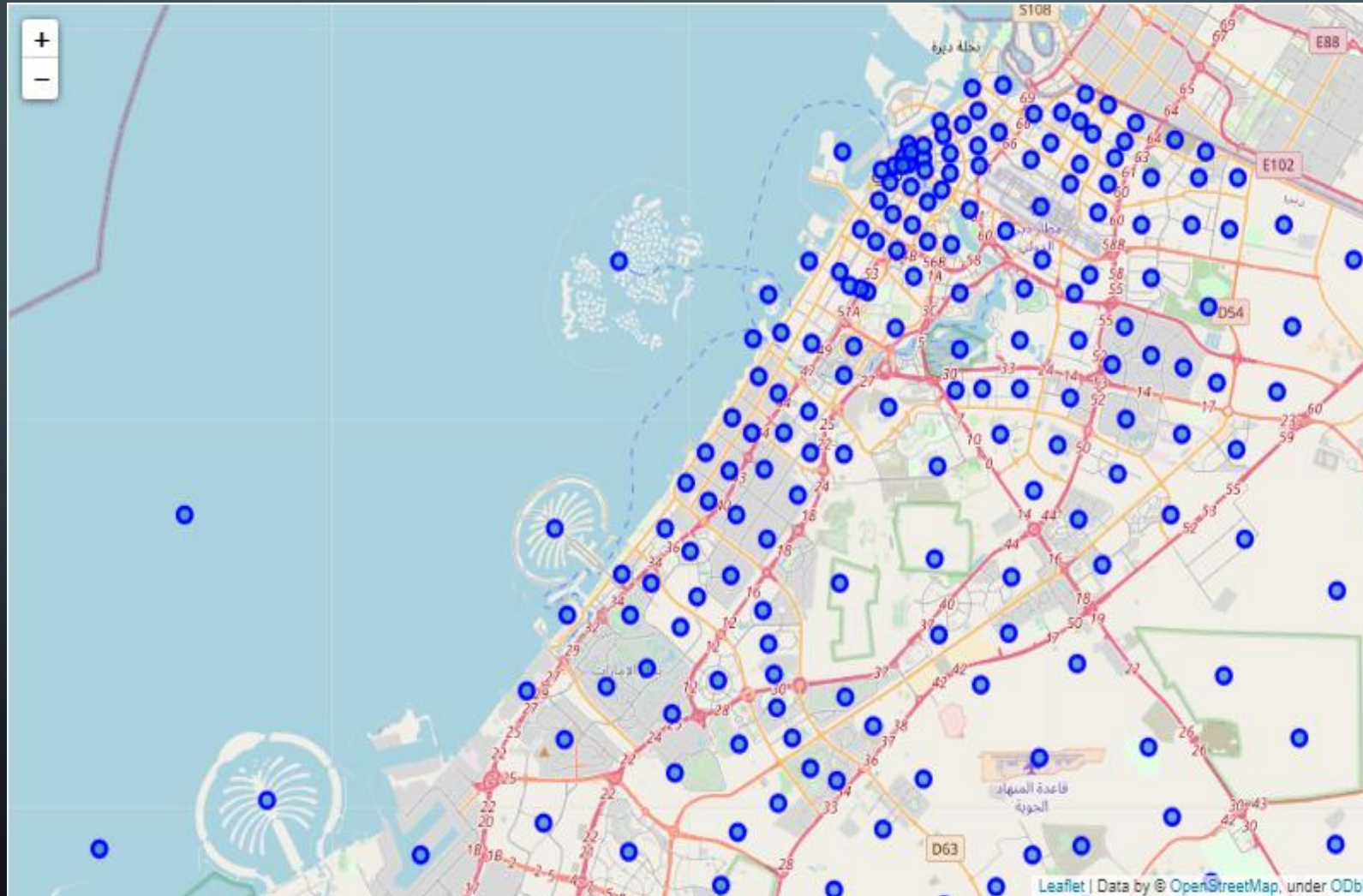
College and University.   Park.

Shopping mall.   Bank
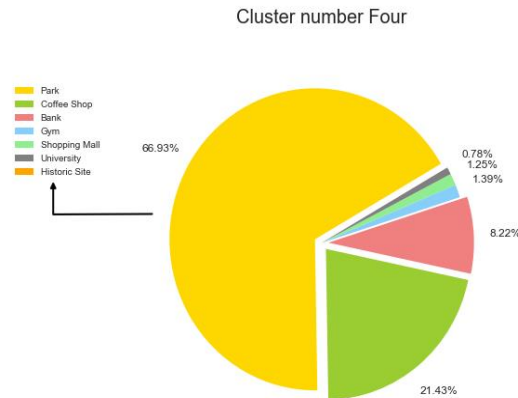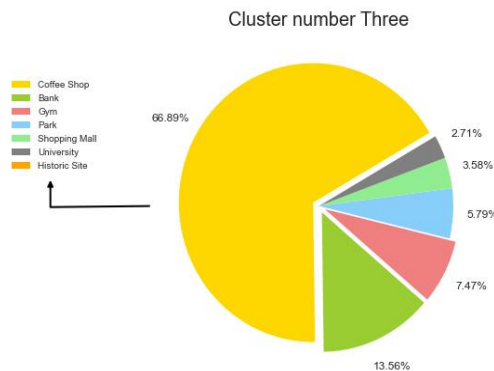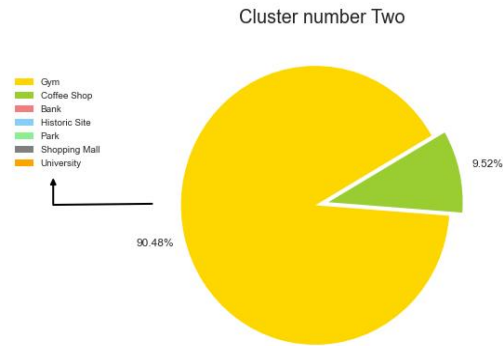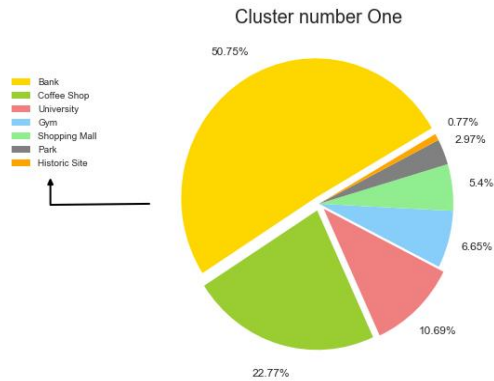
Historical site.   Gym

Coffee shop.

MAP OF DUBAI CITY WITH COMMUNITY SUPERIMPOSED ON

There is a 226
communities in
Dubai
Dubai one of the
world's fastest
growing economies
with a population is
estimated at
around 3,400,800

THE PERCENTAGE OF EACH VENUE CATEGORY OCCURRENCE IN EACH CLUSTER

Cluster 1: "Banks Venues"

Cluster 2: "Gym Venues"

Cluster 3: "Coffee shop Venues"

Cluster 4: "Park Venues"

A MAP FOR DUBAI SHOW EACH COMMUNITY ACCORDING TO ITS CLUSTER

The red circles for cluster 1.
The light blue circles for cluster 3.
The green circles for cluster 4.
The purple circles for cluster 2.

CONCLUSION

- cluster **3 is not recommended** due to high competition in the area.

- Cluster **1,2,4** are recommended neighborhoods to inspect further and your choice could differ according to the people you target, However cluster 1 could be the best due the variety of Piggyback Businesses and venues.