BEST LOCATION
MOHAMED SOLIMAN

INTRODUCTION

Background

Due to the political situation in Syria, a lot of Syrian moved out to other countries. In addition, Egypt and Syria has a good historical relationship; therefore, many Syrian people moved to Egypt and they started to open their own business across Egypt.

INTRODUCTION

Problem

Due to the political situation in Syria, a lot of Syrian moved out to other countries. Moreover, Egypt and Syria has a good historical relationship. Therefore, many Syrian people moved to Egypt and they started to open their own business across Egypt.

A Syrian investor who would like to open a Syrian Restaurant in Alexandria, Egypt has approached me to help him identifying the best neighborhood location in terms of competition.

Interest

Actually any investor would like to open a business would be interested in the model as it can be modified to fit their needs of exploring the location and the type of business.

DATA

Data sources and description

- List of Alexandria's neighborhoods (Wikipedia: https://en.wikipedia.org/wiki/Category:Neighbourhoods_of_Alexandria)

- Coordinates of the neighborhoods (Wikipedia: in the main page of the List of Alexandria's neighborhoods, there is a link for each neighborhood has the coordinate of the neighborhood)

- A list of all Syrian Restaurants in the neighborhoods (Foursquare: using the API from Foursquare)

- Coordinates of the restaurants (Foursquare: using the API from Foursquare)

Using the data to solve the problem

- Use the coordinate data of the neighborhoods and plot it on the map of Alexandria

- Use the coordinate data of the venues and plot it on the map of Alexandria

- Identify the Syrian restaurants and plot it on the map of Alexandria

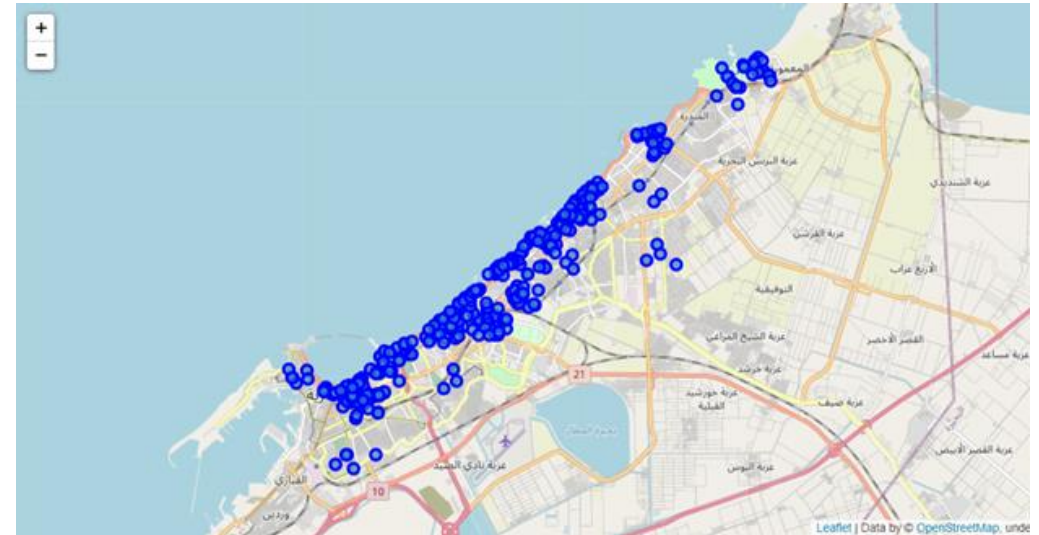- Finding the best location who has the fewest number of Syrian restaurants
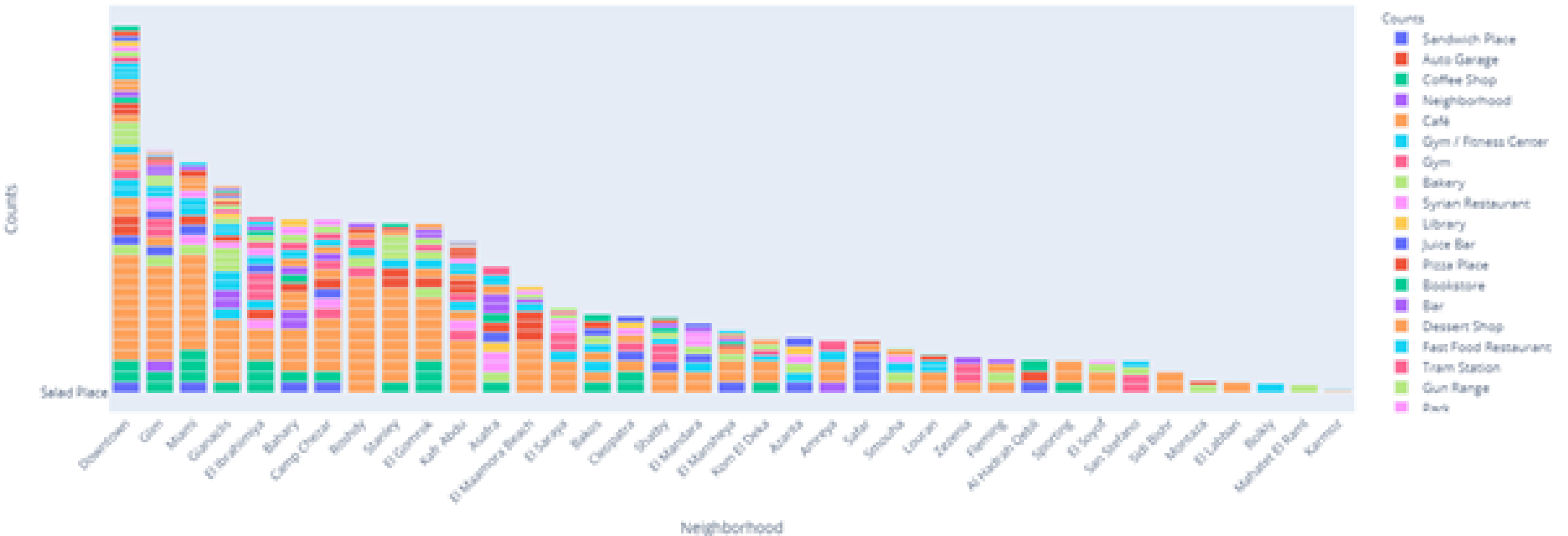
EXPLORATORY DATA ANALYSIS AND INFERENTIAL STATISTICAL

49 neighborhoods

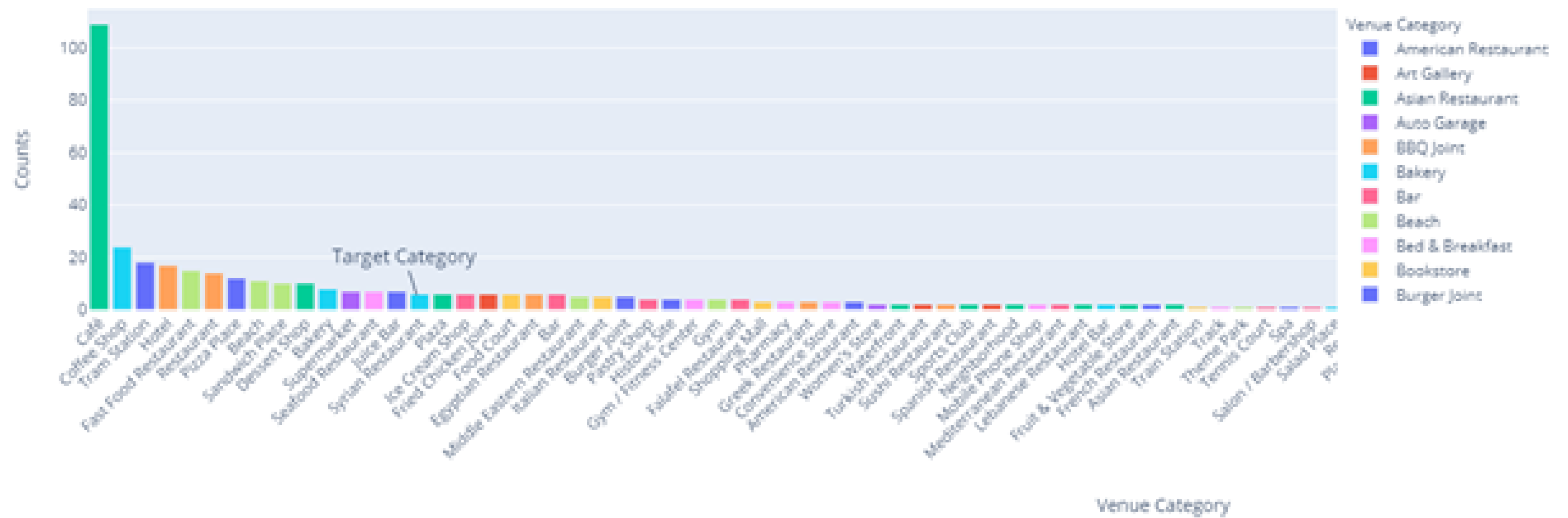**458** Venues

NEIGHBOR-HOODS

As per the below graph there are some neighborhoods has high density of venues and some with very low density, obviously the Downtown has the highest portion of venues

VENUES

As per the below graph it shows that the Cafe (Traditional Coffee Shop) is the most frequent venue across all neighborhoods

TARGET VENUES

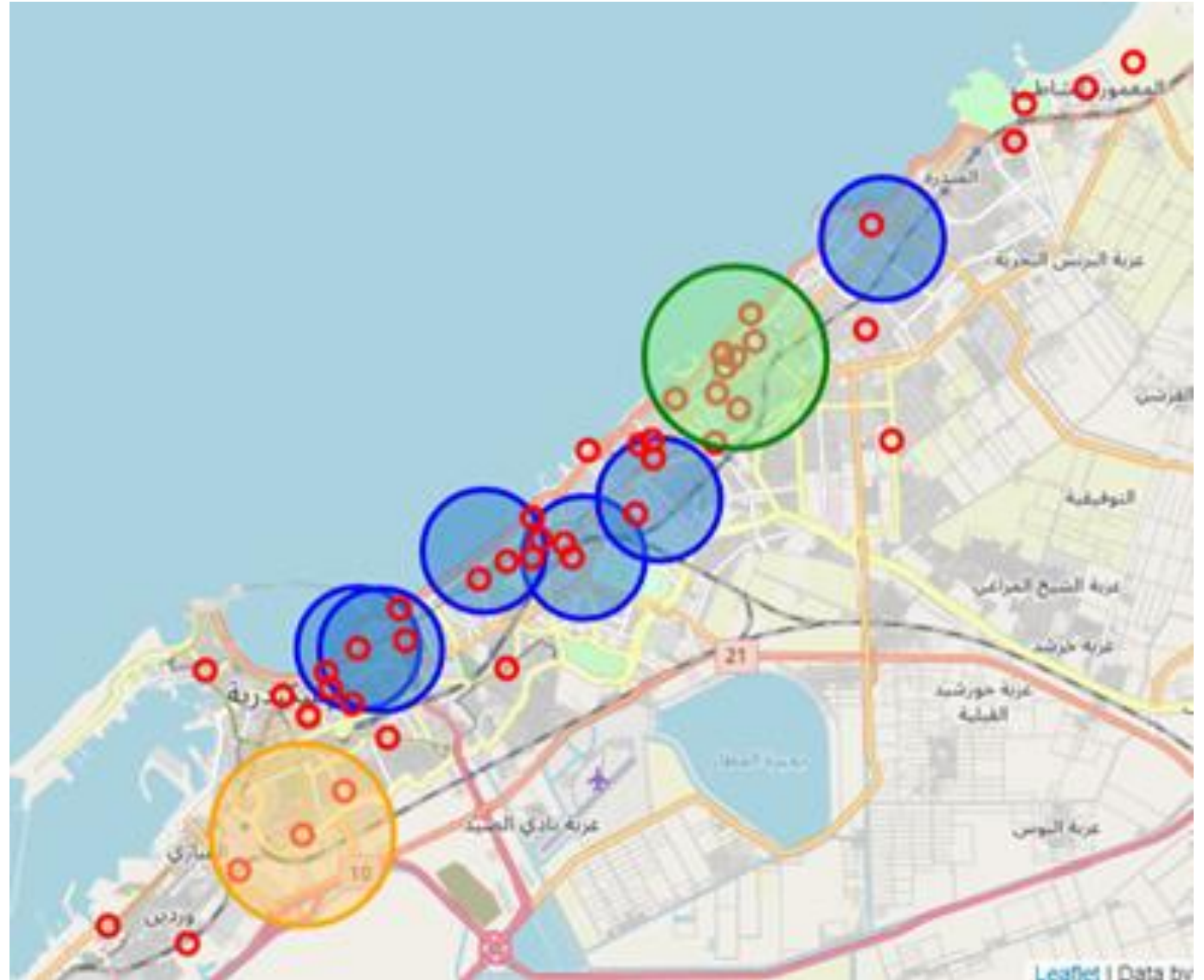The target venues are the Syrian restaurants end up with **6** restaurants located as per the below map

RESULTS

As shown in the previous slide if we add a circle of radius **1.0km** from the restaurants location, will see that there are 2 locations lacks Syrian Restaurant which the area on the east surrounding **'Louran'** (Green Circle) neighborhood radius of **1.5km** and on the west side surrounding **'Karmoz'** (Orange Circle) neighborhood radius of **1.5km**.

DISCUSSION

Based on the results observed from the data analysis the recommendation is to open the restaurant on the **'Louran'** neighborhood, as it has a population of **mid to high-income level**.

CONCLUSION

In this case study I gathered the information needed to do the analysis, cleaned the data, identified the neighborhoods and the target venues and its locations, identified the best location that lacks of this category of venue and thus the recommendation where to open the restaurant.

This study can be replicated to any different location and venue will help the interested stakeholders to identify the best place according to their needs.