IBM COURSERA CAPSTONE PROJECT

BY - ABHISHEK CHOUDHERY

CLUSTERING OF SHOPPING MALL LOCATIONS IN DELHI, INDIA

Contoso

BUSINESS PROBLEM

Find out best site to construct new shopping mall based on the locations of existing malls in Delhi, India

TARGET AUDIENCE

👤 **Investors**

👤 **Property Developers**
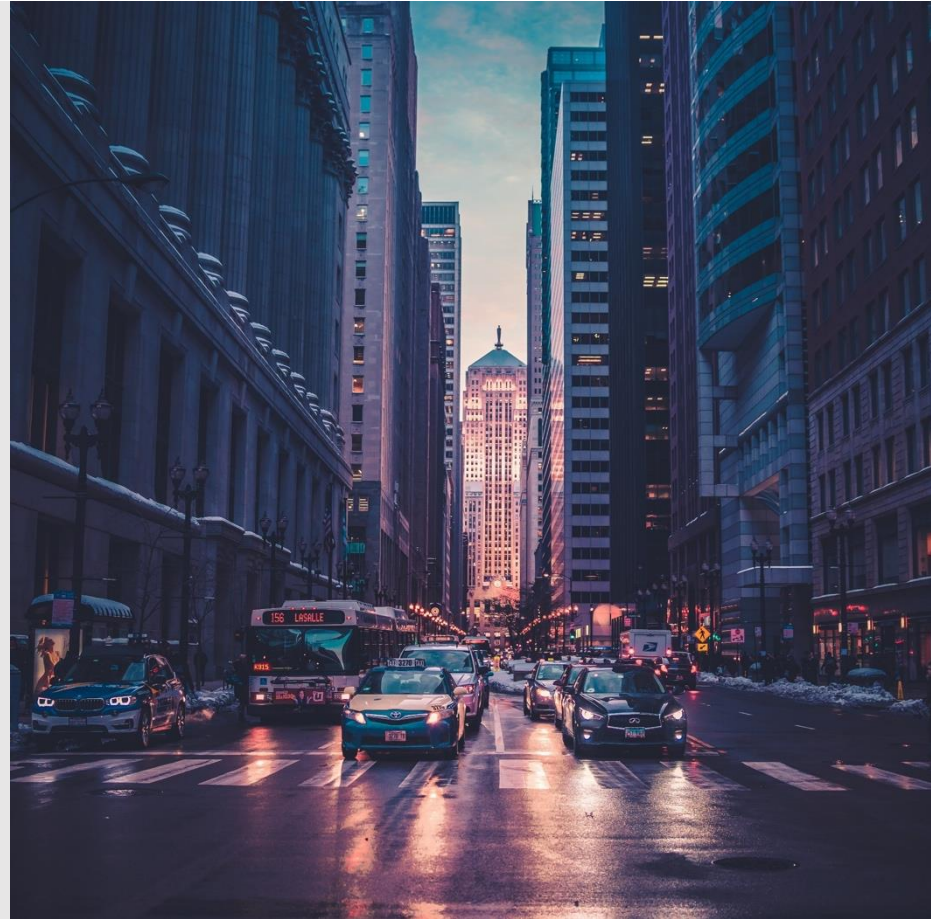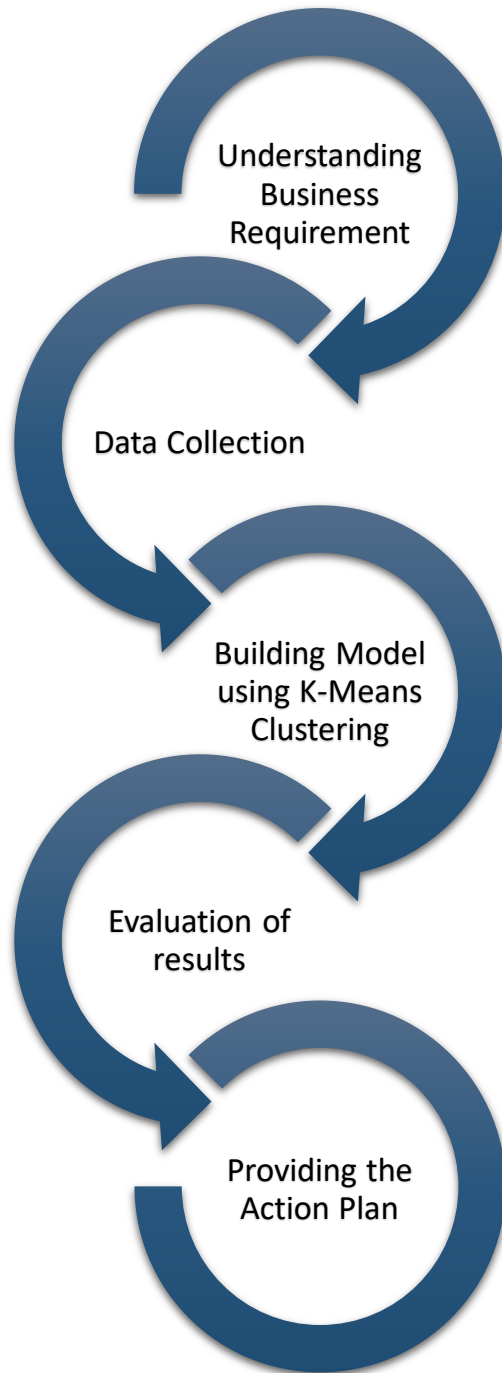
👤 **Construction Company**

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DATA REQUIRED

LIST OF CONSTITUENCIES IN DELHI & THEIR COORDINATES

- This data would be extracted from the https://ceodelhi.gov.in/Content/EntireDelhiLocalities.aspx using BeautifulSoup

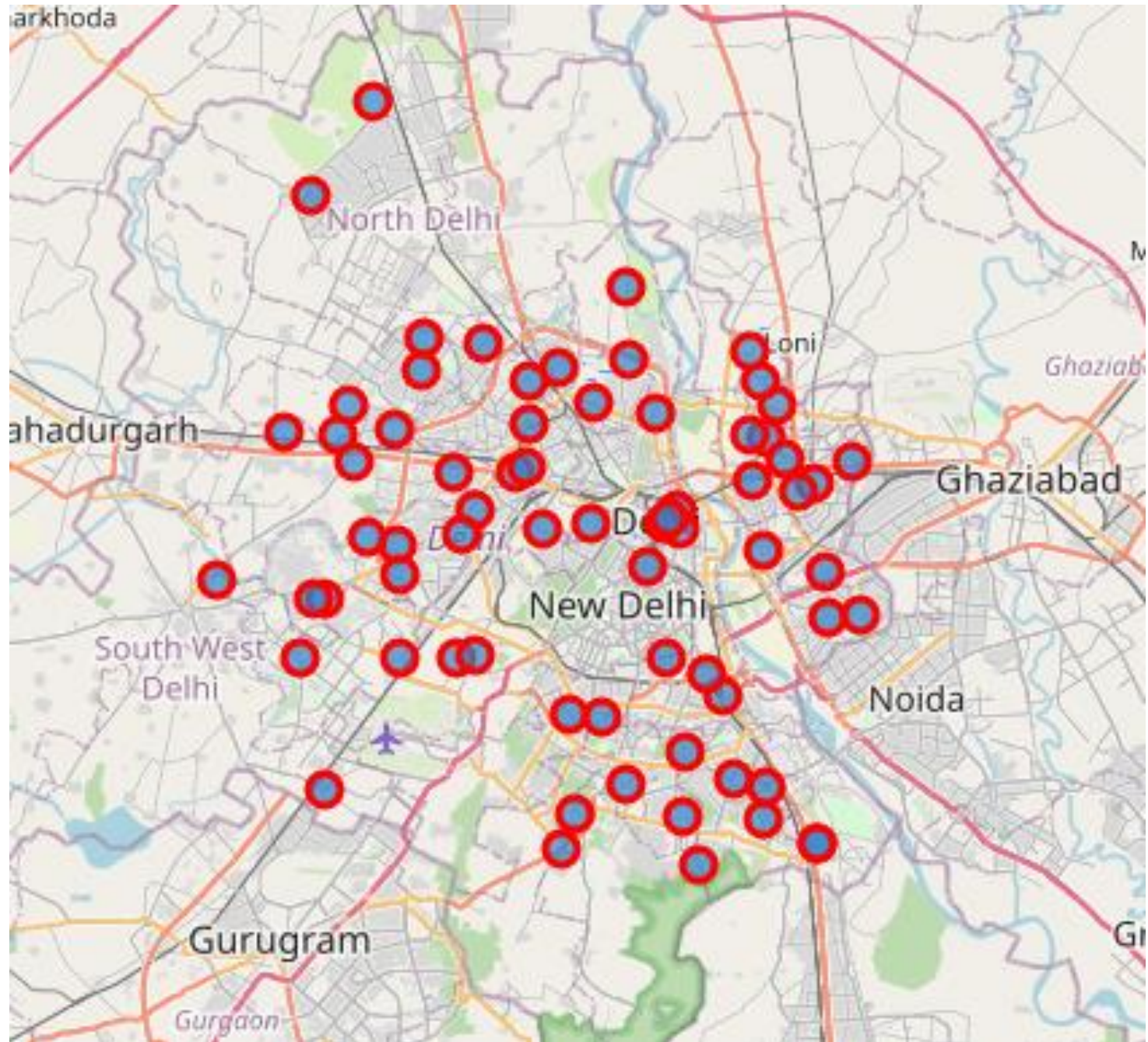- The coordinates we would be extracting using Python Geocoder package.

VENUE DATA

- For the venue data, we will use the FourSquare API. This API would provide us with all the information related to our needs.

Understanding Business Requirement

Data Collection

Building Model using K-Means Clustering

Evaluation of results
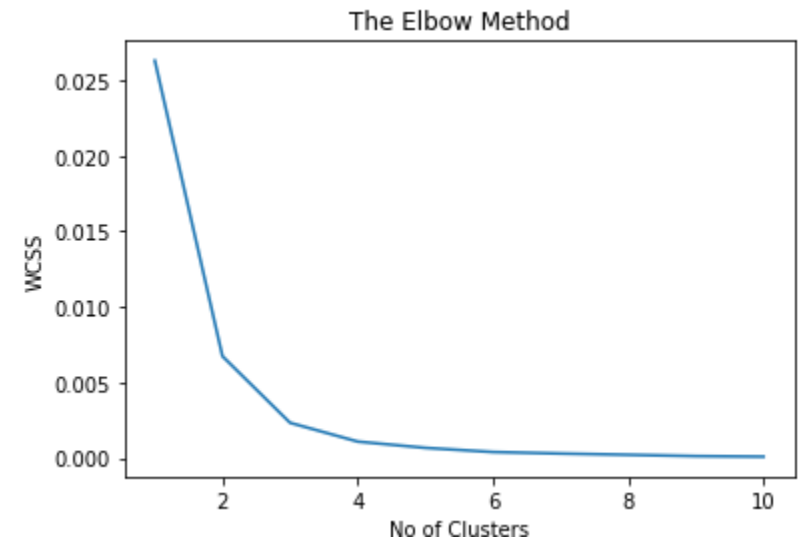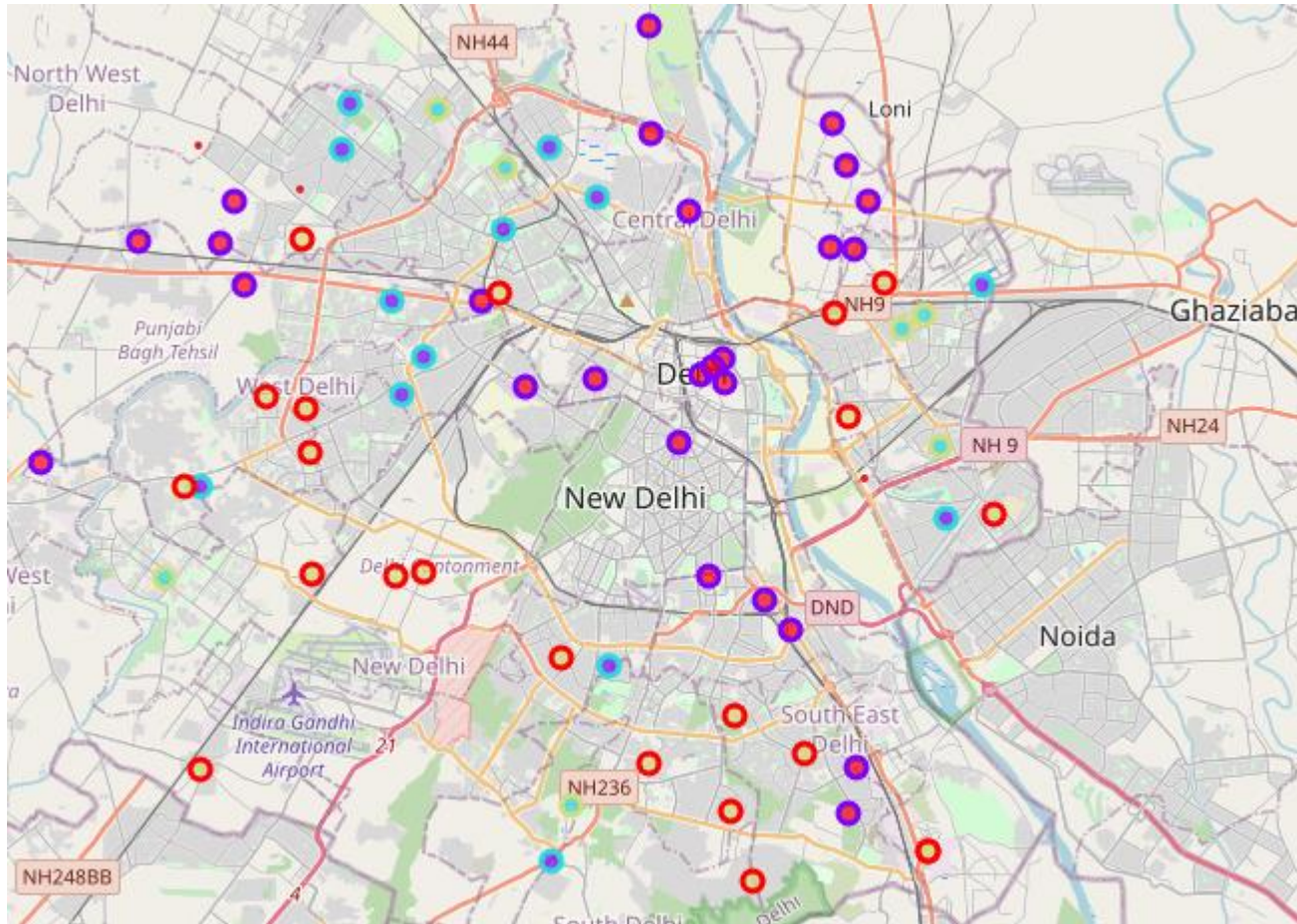
Providing the Action Plan

METHODOLOGY

DELHI CONSTITUENCIES

CLUSTERS OF SHOPPING MALL LOCATIONS

RESULT

It divided the cluster into 4 groups

- Cluster – 0 Area having lowest or no existence of shopping mall concentration

- Cluster – 1 Area having moderate shopping mall concentration

- Cluster – 2 Area having the highest shopping mall concentration

- Cluster – 3 Area having lowest to moderate shopping mall concentration.

ACTIONS

DO

Cluster 0 & 3

- Opportunities to exploit
- Generic Malls can be Built

Cluster 1

- Mall catering to special demographics or niche should be built

Cluster 2

- High Competition
- Avoid Building Shopping Malls

DON'T

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THANK YOU!

✉ ABHI363632@GMAIL.COM