Comparative studies of shopping mall locations in Delhi, India

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Introduction

Shopping malls provide the population concentrated avenues of shops, multiplexes, food joints to sate their entertainment, hunger pangs, and all the other activities. The shopping mall is becoming synonymous to the one stop shop to all your needs. As a result, these are in great demand. With careful planning, it can reap great profits.

Business Problem

The main process to conduct this study is to create the clusters of sghopping malls present in India, to create a density map to choose the best site for construction of a new shopping mall.

An ideal site would be where exists a cluster of shopping malls as it will show that the shopping mall is successful in that but also it should not be overcrowded with other malls. This condition will not be profitable for the builders.

Target Audience

The key audience for this study would be the property developers, construction companies, and investment companies who are looking to venture in the field of shopping malls.

Data

Our model would be needing the following-

1. List of constituencies in Delhi – These would markup the project boundaries to areas of Delhi
2. Coordinates of constituencies of Delhi
3. Data related to shopping malls present in delhi, where they are present, what is their location, their density, etc.

Sources of Data

1. **List of constituencies**
   This data would be extracted from the
   https://ceodelhi.gov.in/Content/EntireDelhiLocalities.aspx
   We would be using BeautifulSoup to extract the list of constituencies of Delhi.
2. **Coordinates of constituencies of Delhi**
   This data, we would be extracting using Python Geocoder package which will give us the latitude and longitude coordinates of the these constituencies
3. **Venue Data**
   For the venue data, we will use FourSquare API. This API would provide us with all the information related to our needs.