Coursera Capstone

IBM Applied Data Science Capstone

*Exploring a place where opening a Shopping Complex would be more beneficial in Delhi NCR, India*

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**1. Introduction**

**1.1 Background**

**Delhi NCR (National Capital Region) in India comprises of** holds true as the cultural hub for the youth central location – it has a lot of companies and businesses so a lot of youth from all over the country are here for jobs and much more. Prominent cities of NCR include [Delhi](https://en.wikipedia.org/wiki/Delhi), [Ghaziabad](https://en.wikipedia.org/wiki/Ghaziabad), [Faridabad](https://en.wikipedia.org/wiki/Faridabad) and [Gurugram](https://en.wikipedia.org/wiki/Gurgaon_district)(also known as Gurgaon)

If you love shopping, there is an abundant selection of stores in Delhi NCR. From the stand-alone stores to the malls, the variety of clothing and products seems endless. No matter what your budget, you will find a vendor which caters to your needs. Also there are a lot of eating joints, cafés, pubs, bars which attract people for their beautiful ambience and food.Many of them are located in shopping malls also.

**1.2 Business Problem and Targeted Audience**

A businessman might want to know where it would be best suitable for opening a shopping mall in Delhi NCR on the basis of the places where the audience footfall is the maximum. Large audience footfall means many brands would like to invest in that area to attract more customers.

**2. Data Collection**

The data for the analysis was being accumulated by using ***Foursquare API*.**

From Foursquare, the data that was fetched were

1. Name of venue

2. Type of venue

3. Geographical Location

4. City of NCR

The complete data was not available for the free Foursquare account.

The total data comprised of 178 venues.

A Snippet consisting of few observations has been added as shown below

