Capstone Project – Final Report - Applied Data Science Capstone

Selecting a place to build a new shopping mall in Quito, Ecuador

Introduction

The construction of a new shopping mall can be a great opportunity for potential clients to hang out with friends, have something to eat, buy some fancy jeans, and so on. Shopping malls provide us with the opportunity to do a variety of tasks at the same time in a single place (wife can go to buy a perfume while husband goes grocery shopping). Malls can be very helpful that way because all the family's potential needs can be met in one sole location.

Business problem: If a property developer is looking to build/open a new shopping mall in Quito, Ecuador, what parish/neighborhood should he/she choose?

Target audience: This capstone project could be useful to property developers and investors in general looking to open a new shopping mall in Ecuador's capital, Quito.

Data required

- List of parishes that belong to Quito, Ecuador (the reason I did not choose neighborhoods is because in Ecuador, neighborhoods tend to be smaller areas that in other capitals). This data will be obtained/scrapped from Wikipedia.
- Geographical coordinates (latitude and longitude) of those parishes, which is needed to plot the parishes on a map. This data will be obtained with the help of python's geocoder package.
- Venues data, in this case about the existing shopping malls in Quito, in order to construct our clusters with this and the parish data. The source of this data will Foursquare's API.

Methodology

Section which represents the main component of the report where you discuss and describe any exploratory data analysis that you did, any inferential statistical testing that you performed, if any, and what machine learnings were used and why.

Results

Section where you discuss the results.

Discussion

Section where you discuss any observations you noted and any recommendations you can make based on the results.

Conclusion

Section where you conclude the report.