

Coursera Capstone

IBM Applied Data Science Capstone

Opening a New Shopping Mall in Mumbai, Maharashtra

By: Arohi Narang



Introduction

Malls are a great source of entertainment especially during weekends and holidays. People can do grocery shopping, dine at restaurants, shop at the various fashion outlets, watch movies and perform many more recreational activities. It is a place enjoyed by all age groups and no one can ever get bored at a mall. Malls are the paradise for all types of shoppers. For retailers, the central location and the large crowd at the shopping malls provides a great distribution channel to market their products and services. Builders also try to buy land close to shopping malls. As a result, there are many shopping malls in the city of Mumbai and many more are being built. Opening shopping malls allows property developers to earn consistent rental income. Of course, as with any business decision, opening a new shopping mall requires serious consideration and is a lot more complicated than it seems. Particularly, the location of the shopping mall is one of the most important decisions that will determine whether the mall will be a success or a failure.

Business Problem

The objective of this capstone project is to analyse and select the best locations in the city of Mumbai, Maharashtra to open a new shopping mall. Using data science and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: Which are the best locations in Mumbai where a property developer should look to open a new shopping mall?

Target Audience of this project

This project is particularly useful to property developers and investors looking to open or invest in new shopping malls in the city of Mumbai