

Coursera Capstone

IBM Applied Data Science Capstone

Opening a New Shopping Mall in Delhi, India

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Business Problem

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.

Objective: To analyse and select the best locations in the city of Delhi, India to open a new shopping mall.

This project is timely as the city is currently suffering from oversupply of shopping malls.

In the city of Delhi, India, if a property developer is looking to open a new shopping mall, where would you recommend that they open it?

Data

❖ Data Required

- > List of neighbourhoods in Delhi.
- > Latitude and longitude coordinates of the neighbourhoods.
- > Venue data, particularly data related to shopping malls.

❖ Sources of Data

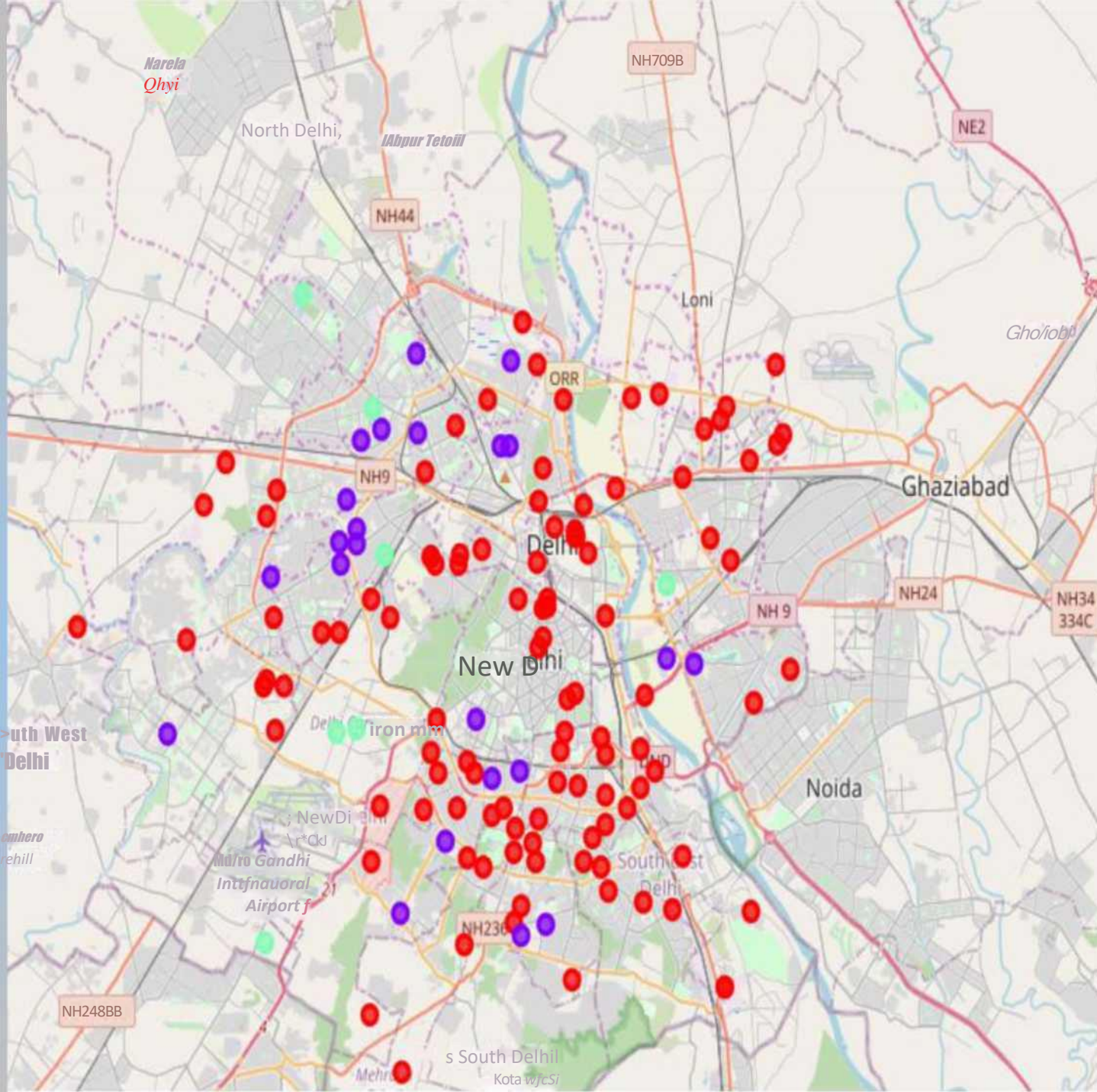
- > Wikipedia page for neighbourhoods
([https://en.wikipedia.org/wiki/Category:Neighbourhoods in Delhi](https://en.wikipedia.org/wiki/Category:Neighbourhoods_in_Delhi))
- > Geocoder package for latitude and longitude coordinates.
- > Foursquare API for venue data.

Methodology

- ❖ Web scraping Wikipedia page for neighbourhoods list.
- ❖ Use Foursquare API to get venue data.
- ❖ Group data by neighbourhood and taking the mean of the frequency of occurrence of each venue category.
- ❖ Get latitude and longitude coordinates using Geocoder.
- ❖ Filter venue category by Shopping Mall.
- ❖ Perform clustering on the data by using k-means clustering.
- ❖ Visualize the clusters in a map using Folium.

Results

- ❖ Categorized the neighbourhoods into 3 clusters :
 - > Cluster 0: Neighbourhoods with low number to no existence of shopping malls
 - > Cluster 1: Neighbourhoods with moderate number of shopping malls
 - > Cluster 2: Neighbourhoods with high concentration of shopping malls



Discussion

- ❖ Most of the shopping malls are concentrated in the central area of the city.
- ❖ Highest number in cluster 2 and moderate number in cluster 1.
- ❖ Cluster 0 has very low number to no shopping mall in the neighbourhoods.
- ❖ Oversupply of shopping malls mostly happened in the central area of the city, with the suburb area still have very few shopping malls.

Recommendations

- ❖ Open new shopping malls in neighbourhoods in cluster 0 with little to no competition.
- ❖ Can also open in neighbourhoods in cluster 1 with moderate competition if have unique selling propositions to stand out from the competition.
- ❖ Avoid neighbourhoods in cluster 2, already high concentration of shopping malls and intense competition.

Conclusions

- ❖ Answer to business question: The neighbourhoods in cluster 0 are the most preferred locations to open a new shopping mall.
- ❖ Findings of this project will help the relevant stakeholders to capitalize on the opportunities on high potential locations while avoiding overcrowded areas in their decisions to open a new shopping mall.

References

- ❖ Category: Suburbs in Delhi, India. Wikipedia.
[https://en.wikipedia.Org/wiki/Category:Neighbourhoods in Delhi](https://en.wikipedia.Org/wiki/Category:Neighbourhoods_in_Delhi)
- ❖ Foursquare Developers Documentation. <https://developer.foursquare.com/docs>
- ❖ Pandas Documentation <https://pandas.pydata.org/docs/>
- ❖ Facts of success of shopping malls
<https://www.indiaretailng.com/2019/10/09/shopping-centre/the-great-indian-mall-story-the-rise-of-the-shopping-centre-industry/>
- ❖ Folium Documentation

<https://pypi.org/project/folium/>