

# Battle of Neighborhoods

COURSERA FINAL PROJECT

Business problem: How to choose the best location to start a shopping centre in US?

## Introduction

Location is very important for a shopping mall to survive in the market competition.

- a) target marketing: you need to define your targeting customers, such as high class or medium class people.
- b) style: services and types of entertainments.
- c) location: you need to consider rent costs and convenient transportations for customers to come to the shopping mall.

We will use our data science powers to generate a few most promising neighborhoods based on these criteria. Advantages of each area will then be clearly expressed so that best possible final location can be chosen by stakeholders.

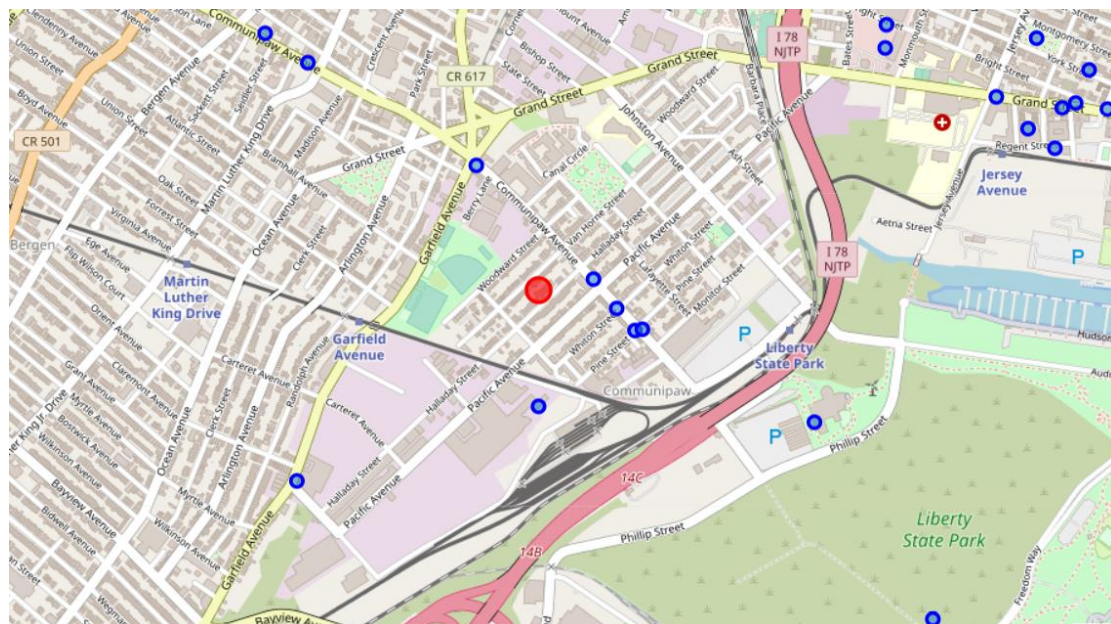
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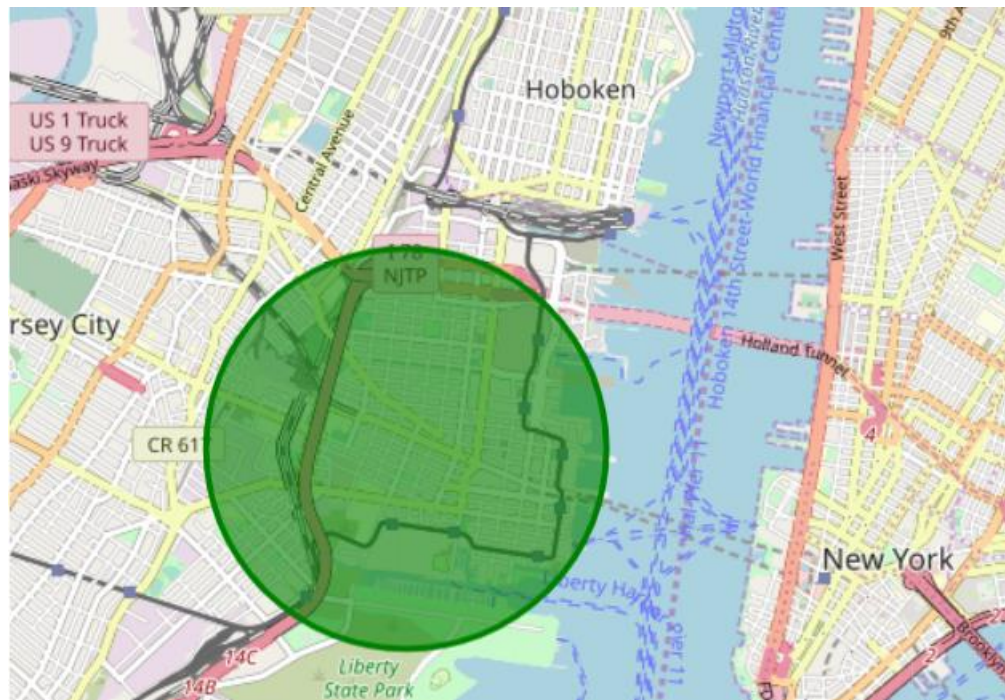
## Methodology

- a. Getting raw database from Wikipedia pages;
  - b. Data frame including cities, area, per capita, income, etc. Then, we drop some unnecessary data;
  - c. Using Foursquare API to analyse;
  - d. To find the most suitable city to open a shopping mall.
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## Results/Findings

Through our analysis, the New Jersey is the best city in USA, and the best locality in New Jersey is Jersey Avenue.





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## Discussions

We only consider the population and salaries, and ignore other variables such as types of shopping mall, different targeting customers, etc. Thus, our results may not be general. In addition, for the different venue categories, the weights may not relate for each category.

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## Conclusion

The shopping mall could be open closer to the centre of the green circle.