



Battle of Neighborhoods

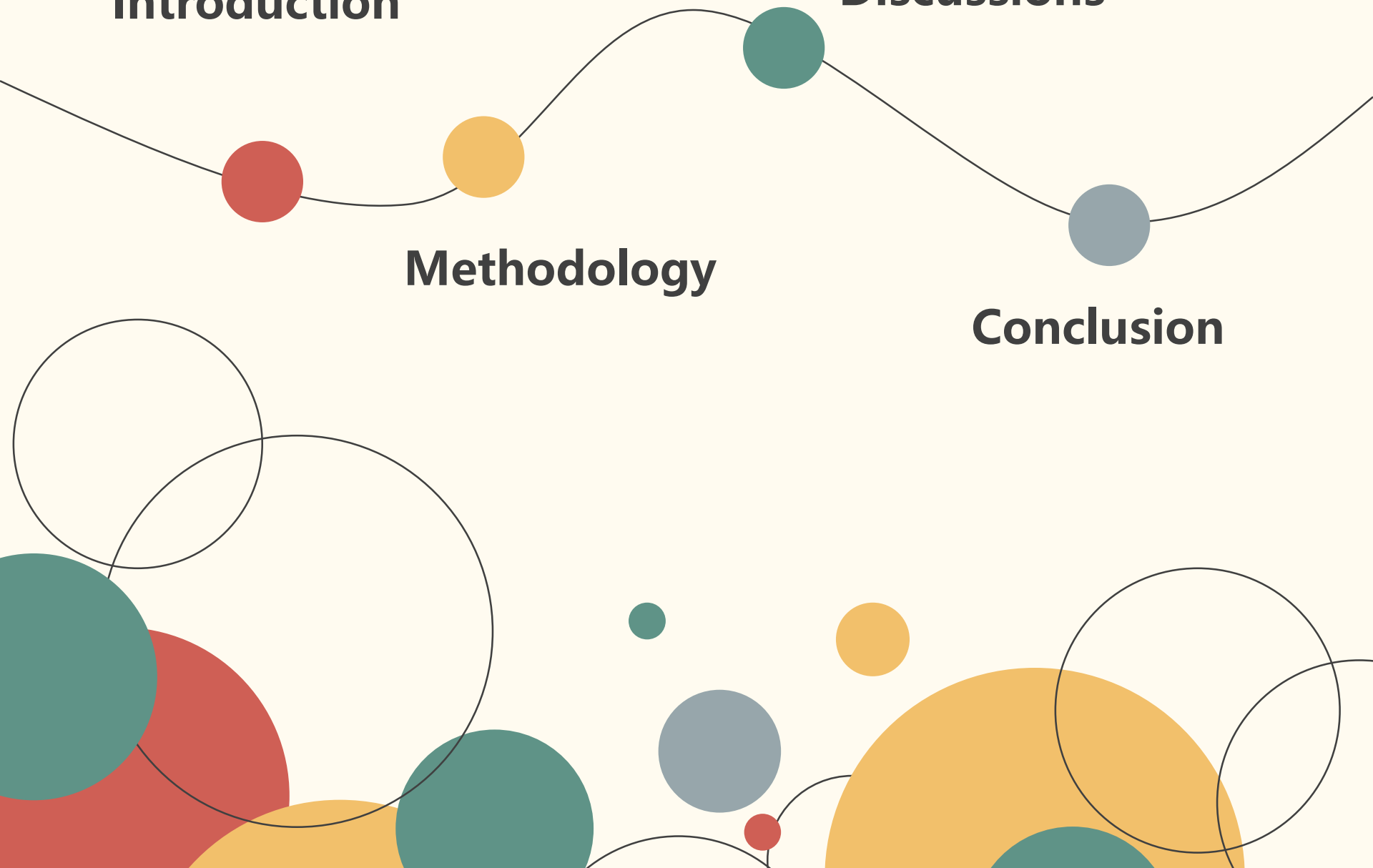
coursera

Introduction

**Results &
Discussions**

Methodology

Conclusion





1

Introduction

1

Introduction



Business problem:

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



target marketing: you need to define your targeting customers, such as high class or medium class people.



style: services and types of entertainments.



location: you need to consider rent costs and convenient transportations for customers to come to the shopping mall.



2

Methodology

2

Methodology



- Getting raw database from Wikipedia pages;



- Using Foursquare API to analyse;

01



- Data frame including cities, area, per capita, income, etc. Then, we drop some unnecessary data;

03



- To find the most suitable city to open a shopping mall

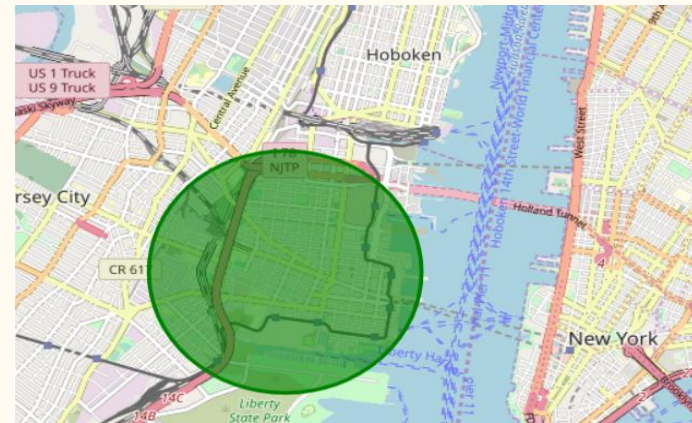
02

04



3

Results & Discussions



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



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



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

**THANK
YOU**

