

# WHAT KEY FACTORS INFLUENCE THE SITE SELECTION FOR COMMERCIAL COMPLEX?

SWS3019\_06

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## Background

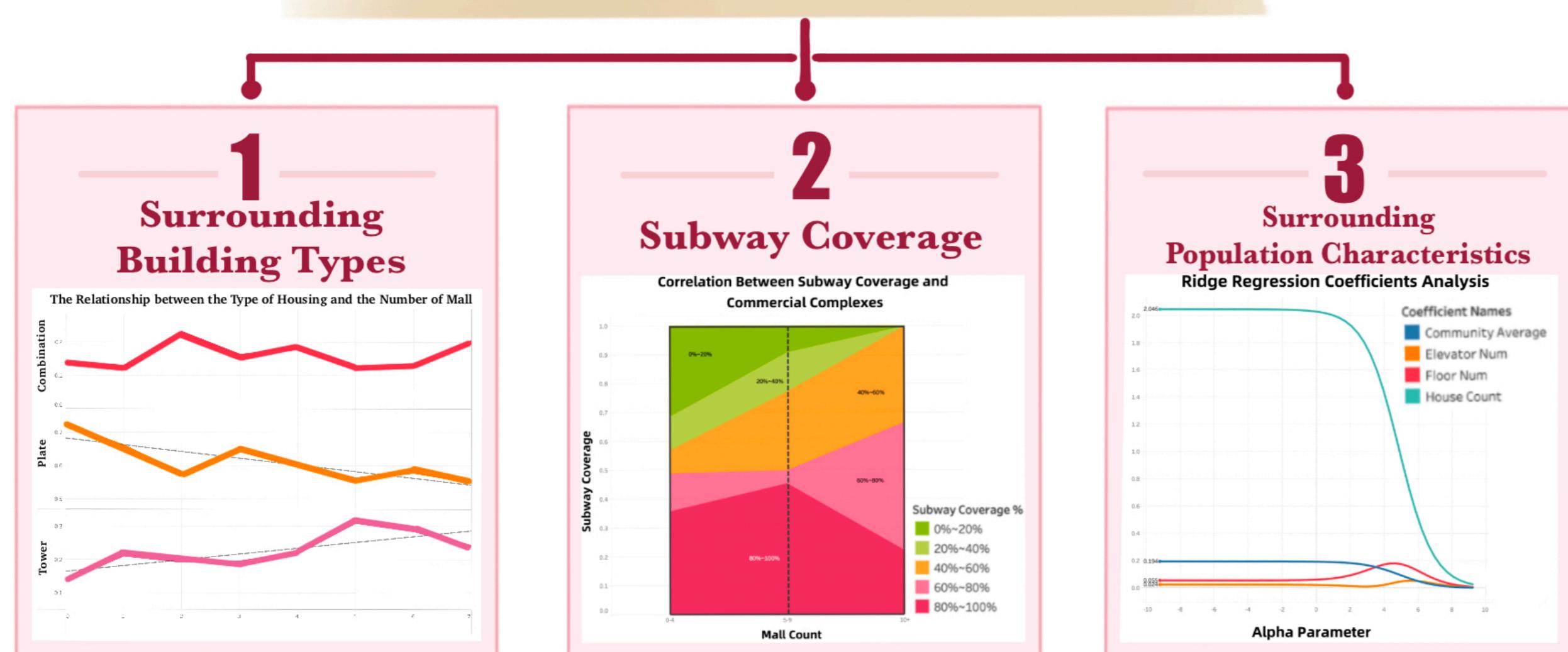
Nowadays, commercial complex is becoming a new trend in the real estate market. It make contribution to the improvement of retail sales. Also the government carry out new policies regarding to the expansion of commercial area



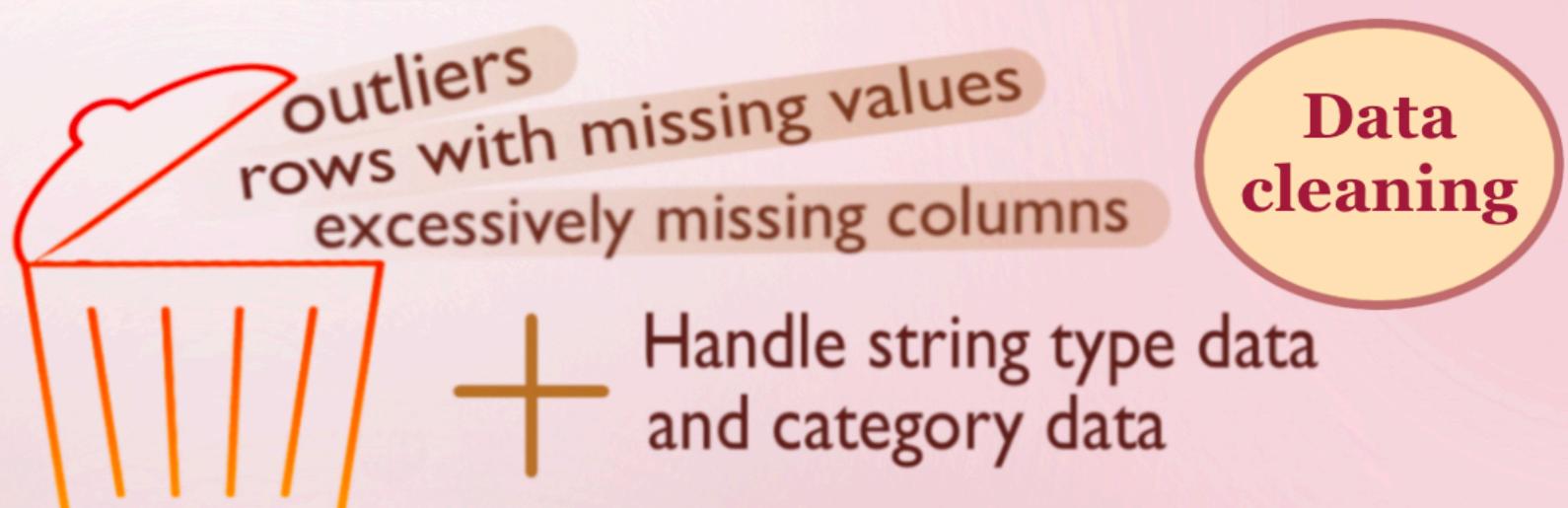
P1 : Around 500 commercials are set up in China per year.  
P2 : Profit driven by commercial complexes is increasing year by year.

**Investing commercial complexes is a wise option!**

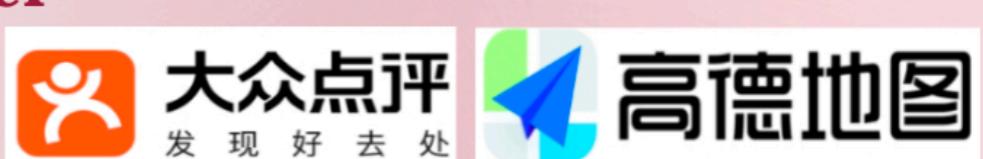
## Analysis of 3 Key Factors



## Preliminary work

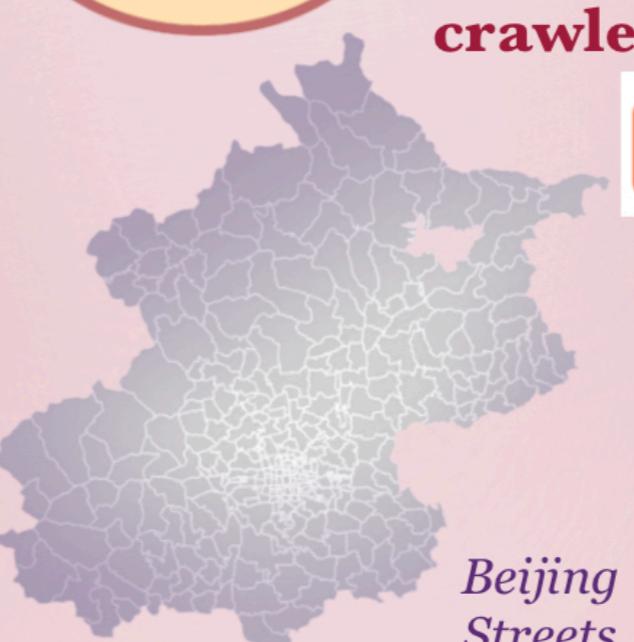


1. Detailed demarcation at the street level in Beijing from the Internet
2. Mall information fetched from Dianping and Gaode Map using a web crawler

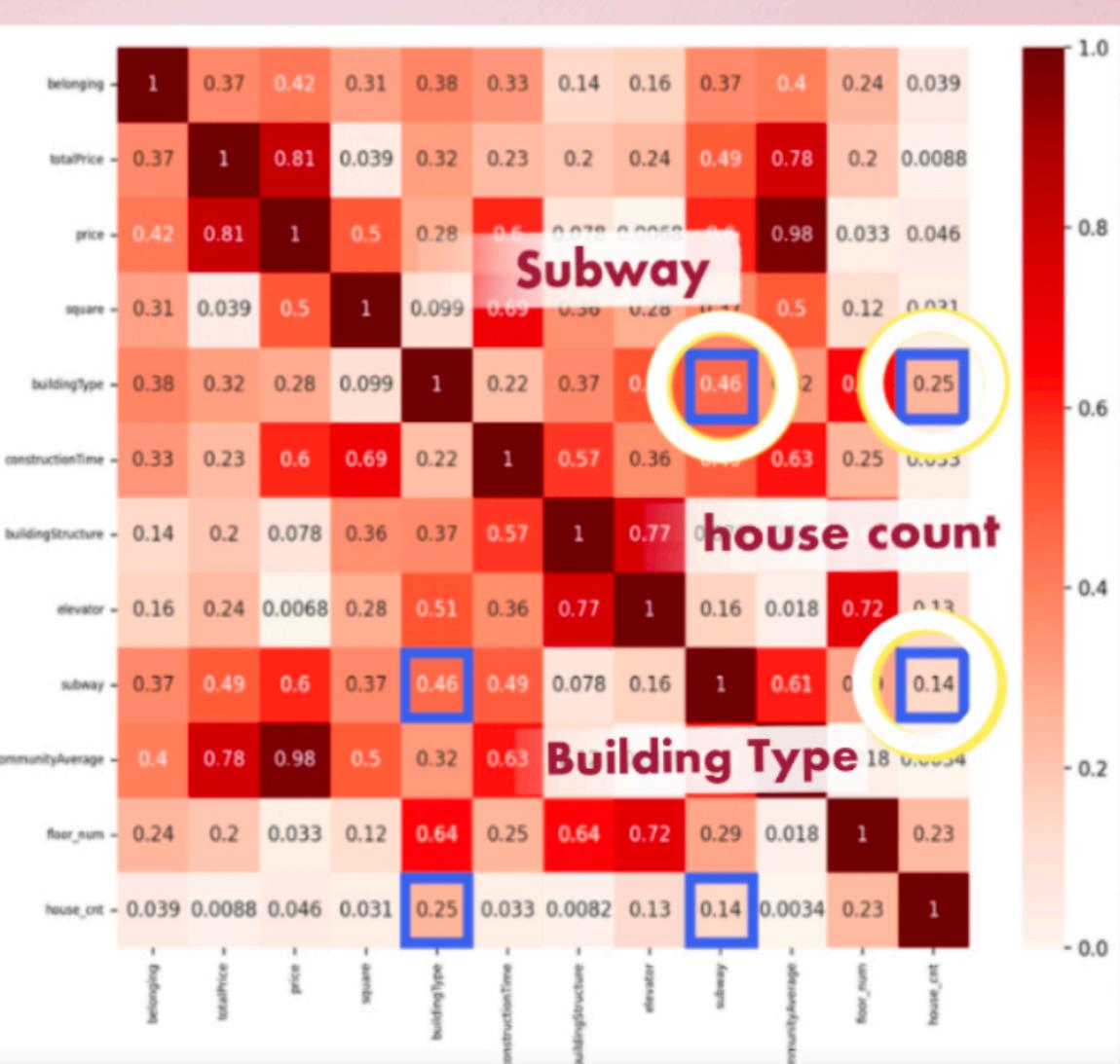


All house records and 525 malls are classified into 325 streets for more fine-grained analysis than district-level

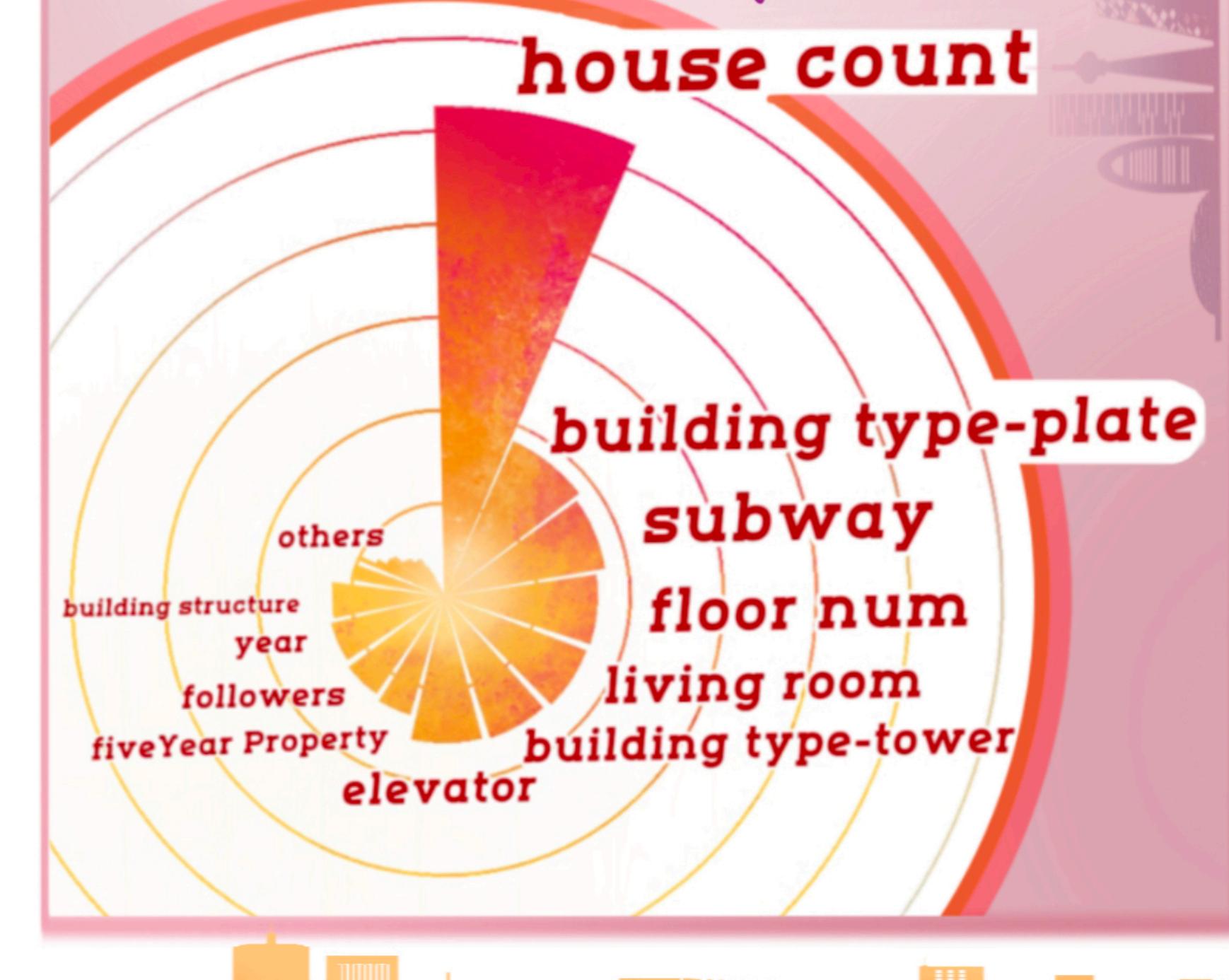
### Extra data collection



### Pearson correlation analysis



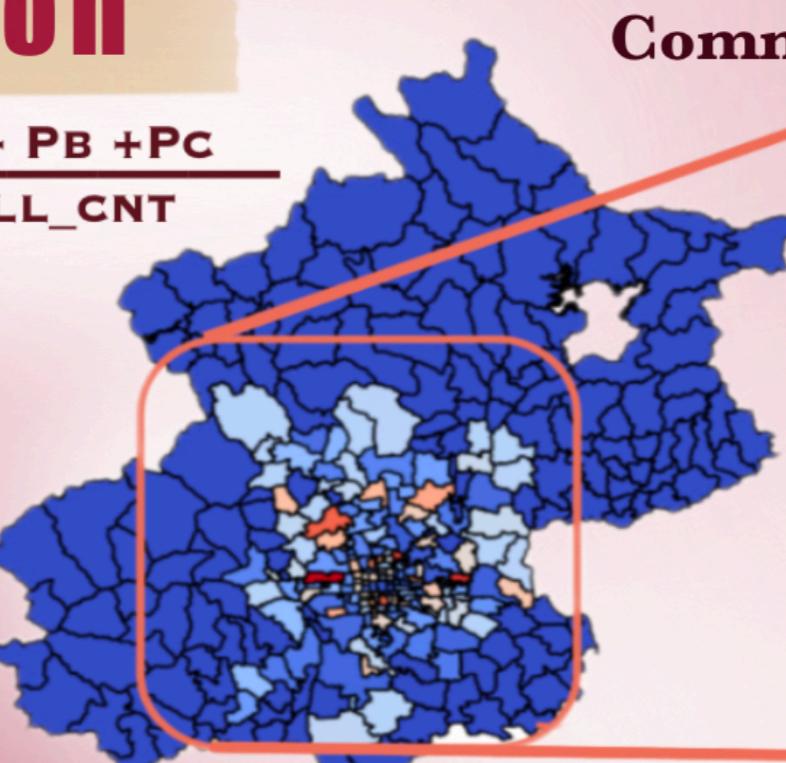
### Ranking of Influencing Factors with Mall Count



## Evaluation

$$\text{Final Point} = \frac{PA + PB + PC}{MALL_CNT}$$

A: Subway  
B: Number of House  
C: Building Type  
Mall\_cnt: Number of Existing Mall



### Most Desirable Place to Build Commercial Complexes

## Recommendation

- Guangning Street, Shijingshan District
- Louzizhuang Street, Chaoyang District
- Laiguangying Street, Chaoyang District
- Huanggang Street, Chaoyang District
- Xiluoyuan Street, Fengtai District