

Coursera Capstone
IBM Applied Data Science Capstone
Opening a New Shopping Mall in Belgrade, Serbia

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Introduction

For many shoppers, visiting shopping malls is a great way to relax and enjoy themselves during weekends and holidays. They can do grocery shopping, dine at restaurants, shop at the various fashion outlets, watch movies and perform many more activities. Shopping malls are like a one-stop destination 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. Property developers are also taking advantage of this trend to build more shopping malls to cater to the demand.

Unfortunately, due to a very bad situation in country, poor life standard and low GDP of Republic of Serbia it reflects on number of potential buyers, so number of shopping malls in central area of Belgrade is quite small (up to 10 as it known to author), and a number of them is even smaller in Belgrade's suburbs

Business Problem

The objective of this capstone project is to analyze and select the best locations in the city of Belgrade, Serbia to open a new shopping mall. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In the city of Belgrade, Republic of Serbia, if a property developer is looking to open a new shopping mall, where would you recommend that they open it?

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 capital city of Serbia i.e. Belgrade. This project is timely as the city is currently suffering from undersupply of shopping malls.