

Data-Driven Tenant-Matching Platform

To optimise store placement with data-driven insights for prospective shop owners in malls

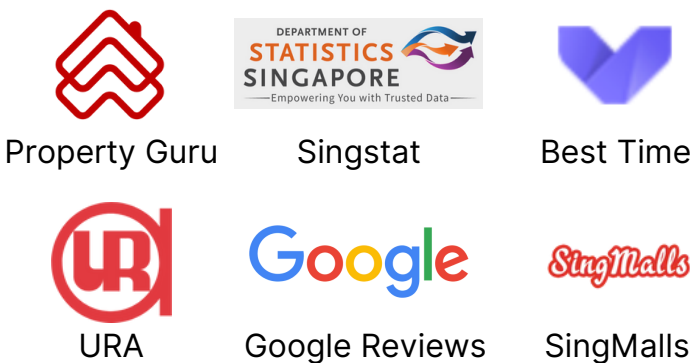


Business Problem

Prospective shop owners in malls often face challenges in selecting the most suitable mall for their stores due to **limited visibility into the competitive landscape, complex decision-making processes, and the lack of accessible data and insights.**

Our solution aims to optimise store placement with data-driven insights for prospective shop owners in malls.

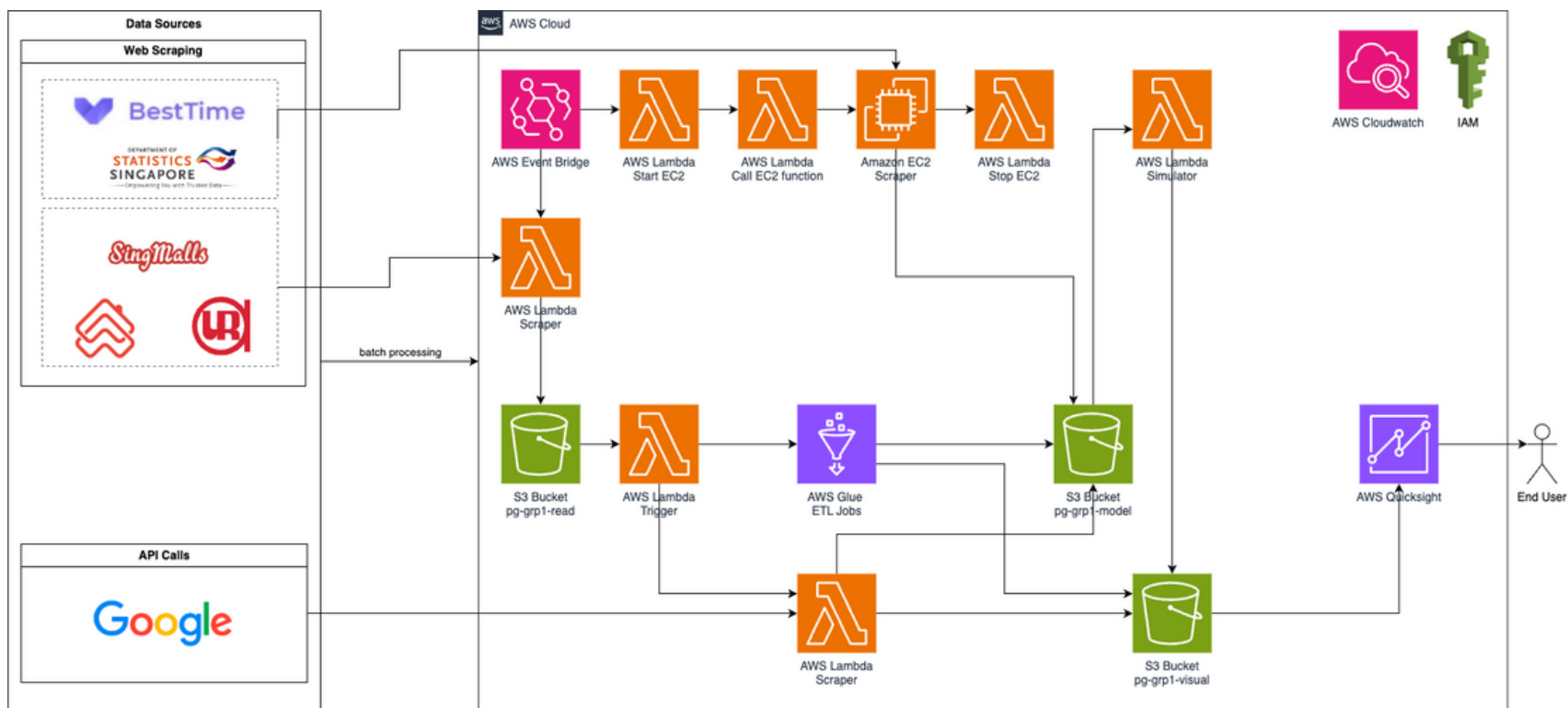
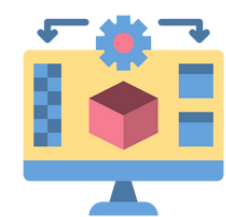
Websites Scrapped



Technologies Used



Architecture



Visualisation with Annotations



1. Percentage of age demographics in each mall's area

2. Percentage of income demographics in each mall's area

3. Daily footfall of each mall by the hour
4. Average rating by mall and category

5. Number of stalls by category in each mall

6. Rating of stalls by binning

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