Opening a New Shopping Mall in Chennai, India

1. **Problem:** Finding a suitable location in Chennai, India for opening a shopping mall.
2. **Problem Description:** In order to find a suitable location in Chennai, it is highly required to identify a location that will have a huge impact. For example, a hot location in Chennai where there is no nearby shopping malls. For the purpose of identifying such suitable location, we make use of **Four Square** Location data.
3. **Target Audience of this project:** The target audience of this project are property developers and investors who are willing to invest or open a new shopping mall in Chennai, India.
4. **Data:** In order to solve the problem and to get the intended solution, we will use the following data:
   1. **Neighbourhood locations in Chennai from Four Square Location data:** List of all neighbourhoods in Chennai that are candidate solutions to this problem
   2. **Geographical coordinates of this neighbourhoods:** Used to identify the shortlisted candidate solutions to this problem
   3. **Venue details of these neighbourhoods, in particular, shopping malls:** Presence/ Absence of shopping mall in the shortlisted location
   4. **Clustered location:** This report proposes to use clustering for grouping location with respect to venues based on their characteristics