

Coursera Capstone

IBM Applied Data Science Capstone

London, Ontario: A Shopping Mall venture

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Introduction

With the advent of shopping malls as an internationalized idea of the European **piazza**, shopping became more socialized than ever, with people now being able to not only shop, like they used to when frequenting shopping streets or plazas, or dine at restaurants, but do all of that under the same roof, which served as the foundational vision for the creation of the first mall by the adept architect Victor Gruen, who was commissioned to build a shopping center in Edina, Minnesota. But, with the perpetually increasing consumer base and retail brands, it becomes an imperative for a retailer or a marketing strategist for brands to better assess the locale, and then decide which is the **right place to be in and what is the right time**. General baseline for all the retailers planning a market move, is usually, **central location** and **populace with ample buying capacity**. Furthermore, commercial undertakings like malls, also provides a steady rental income stream to the property developers, and with the city of London, Ontario being the epicenter of Canada's top earning shopping areas, according to the **Canadian Shopping Center study** of 2019, it is a jackpot of an opportunity for retailers and property developers alike, but before making the move the question of **WHERE** arises, and the main intent of this project is to tackle that, with the apt use of machine learning paradigms and data science.

Business Problem

The capstone project intends to ease off the load, of manually analyzing the different neighborhoods in the city of London, ON, and undertake the tedious task of mining the data, to find informative pattern, by utilizing the various machine learning paradigms namely clustering algorithms and data science methodology, and to find answer to the question of “**Where is the right locality for a shopping mall venture.**”