

## **Business Problem**

The objective of this capstone project is to analyze and select the best locations in the city of Mumbai, India 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 Mumbai, India if a property developer is looking to open a new shopping mall, where would you recommend that they open it?

## **Target Audience**

This project is particularly useful to property developers and investors looking to open or invest in new shopping malls. This project is timely as the city is currently suffering from oversupply of shopping malls. Data from the National Property Information Centre (NAPIC) released last year showed that an additional 15 per cent will be added to existing mall space, and the agency predicted that total occupancy may dip below 86 per cent.