

Coursera Capstone

IBM Applied Data Science Capstone

Opening a new shopping mall in the little red dot (Singapore)

Introduction

Shopping malls are very popular amongst people as it is a way for them to relax and enjoy themselves through the many different activities available such as shopping, watching a movie and eating. From a retailers perspective, the shopping mall is a great way for one to distribute their products to a large and diverse consumer market. Amongst the many considerations that is put into building a shopping mall, the most important would be location.

Business Problem and Solution

The objective of this project is to analyse and determine the best locations in Singapore to open a new shopping mall. This is because the use of land is regulated by the Government. Hence, the location of such facilities is very important to the Government. Thus, I would like to recommend them on the most optimal location using machine learning models such as clustering.

Target Audience

The target audience of this project the Government as land use is regulated by them.

Data

The following data will be used:

- List of neighborhoods in Singapore
- Their corresponding latitude and longitude
- Venue data (shopping malls)

Results

From the final notebook, we saw that the amount of shopping malls were very concentrated in the Central region of Singapore and less were found in the suburban areas. Hence, we advise the government to build more shopping malls in the latter region as to make such facilities easily available to others.

Limitations

As for limitations, not all Singapore neighborhoods were included in the list. Hence, it is not representative of the entire of Singapore. Furthermore, there are many other entertainment places and not only shopping malls which were not taken into consideration.