

# Singapore Shopping Mall



# Business Problem

- Finding the best location to open a shopping mall

# Target Audience

- The government as they regulate the use of land in Singapore.

# Data

- Singapore Neighborhoods
- Their corresponding latitude and longitude
- Shopping malls in the area

# Data Methodology

- Clustering using KMeans
- Map visualisation

# Results

- Shopping malls were heavily concentrated in the central region of Singapore
- Recommend the Government to build the shopping malls in the regions of cluster 0 and 1 as there are not many shopping malls available there

# Limitations

- Neighborhood list was not exhaustive
- Shopping malls may not be the only popular haunts for people to enjoy themselves and such places should also be taken into consideration.