

IBM Applied Data Science Capstone Project

By LiuYuanxiu

July 2019

PART 1

Opening a shopping mall in Kuala Lumpur, Malaysia

Introduction

For many shoppers, visiting shopping malls is a great way to relax and enjoy themselves during weekends and holidays. They can do grocery shopping, dine at restaurants, shop at the various fashion outlets, watch movies and perform many more activities. Shopping malls are like a one-stop destination for all types of shoppers.

For retailers, the central location and the large crowd at the shopping malls provides a great distribution channel to market their products and services. Property developers are also taking advantage of this trend to build more shopping malls to cater to the demand. As a result, shopping malls are aplenty in Kuala Lumpur and more are being built.

Opening shopping malls allows property developers to earn consistent rental income. Of course, as with any business decision, opening a new shopping mall requires careful planning and is a complicated decision. Particularly, the location of the shopping is one of the key factors that will determine the success of the mall.

Business Problem

The objective of this capstone project is to analyse and select the best locations in Kuala Lumpur to open a new shopping mall. Using data science methodology and machine learning techniques, this project aims to provide solutions to answer the business question of “If a property developer is looking to open a new shopping mall, where would you recommend that they open it?”

End of Part 1

Please refer to next document for Part 2 of the Week 4 assignment