

# Where to Build New Malls in Jakarta?

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# Business Problems

- Deciding the location of a mall in Jakarta is a very important decision to make for property developers
- Building a mall in a location with large area and also higher population density means it is likely that more people will know the existence of the particular mall
- **Objective:** to find the best districts of Jakarta to build a mall.

# Data Description

To solve this problem, we will need the following data:

- Districts in Jakarta
- Population Density for every district
- District size in how many sub districts there are

Sources:

Scraping:

[https://id.wikipedia.org/wiki/Daftar\\_kecamatan\\_dan\\_kelurahan\\_di\\_Daerah\\_Khusus\\_Ibukota\\_Jakarta](https://id.wikipedia.org/wiki/Daftar_kecamatan_dan_kelurahan_di_Daerah_Khusus_Ibukota_Jakarta)

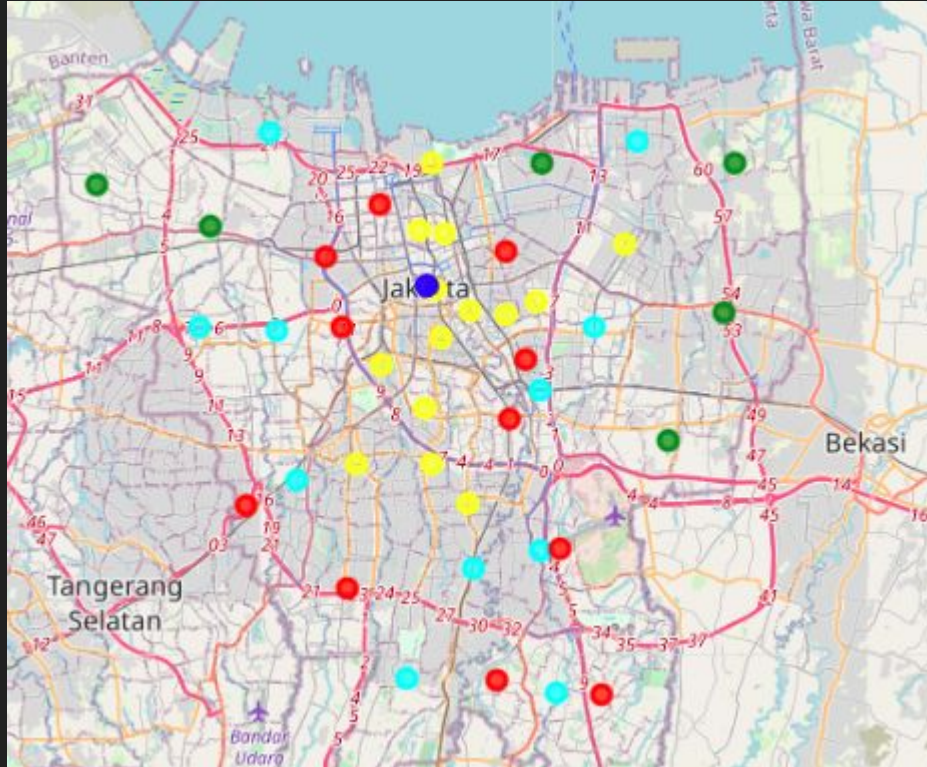
Population Density:

<https://data.go.id/dataset/jumlah-penduduk-wajib-ktp-dki-jakarta>

# Methodology

1. Data Collecting and cleaning
  - a. Scraping and downloading from the links shown above
  - b. Fix formatting
  - c. Converting to Dataframe
2. Adding latitude and longitude to data
3. Merge District Data with Population Data
4. K-Means Clustering

# Results



- Smallest districts, smallest population density: cluster blue
- Smaller districts, smaller population density: cluster yellow
- Average districts, average population density: cluster cyan
- Bigger districts, bigger population density: cluster red
- Biggest districts, biggest population density: cluster green -- **Best places to build a Mall**

# Discussions and Recommendations

- Real malls that are built nowadays in Jakarta tends to be located in the center of the city.
- People tend to visit malls nearby their houses and therefore it is a great opportunity to build malls in large areas with many sub districts and high population.
- This segmentation is based on very simple assumptions and not to be taken as critical as the real considerations being made by property developers in the real world before building a mall.
- Writer recommends adding more considerations and variables regarding this subject for further improvements for this project.

# Conclusions

Best Districts to build mall in Jakarta?

- Cilincing
- Tanjung Priok
- Cakung
- Duren Sawit
- Cengkareng
- Kalideres