Coursera Capstone

IBM Applied Data Science Capstone

Opening a New Shopping Mall in Hyderabad,India.

By : Naveen Kumar

June 2020



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, there are many shopping malls in the city of Kuala Lumpur and many 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 serious consideration

and is a lot more complicated than it seems. Particularly, the location of the shopping mall is one of

the most important decisions that will determine whether the mall will be a success or a failure.

Business Problem:

The objective of this capstone project is to analyse and select the best locations in the city of

Hyderabad,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 Hyderabad,India, if a property developer is looking to open a new

shopping mall, where would you recommend that they open it?